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## **James Loudspeaker™ Opens New Headquarters, adds to Executive Team**

*Double-digit growth driven by increased demand for premium architectural loudspeakers and customized entertainment solutions drives expansion for the James Loudspeaker brand*

**Minden, NV, January 22<sup>nd</sup>, 2019** – James Loudspeaker ([www.jamesloudspeaker.com](http://www.jamesloudspeaker.com)), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, has announced moving to a new headquarters and manufacturing facility located in Minden, NV. The new facility provides a significant increase in space to house enhanced production capabilities, warehouse facilities and additional engineers to accommodate the double-digit growth of the James Loudspeaker brand.

### **New Headquarters**

James Loudspeaker has relocated their engineering, manufacturing, warehousing and the corporate offices to Minden, Nevada. The facility effectively doubles manufacturing capabilities, featuring new assembly lines, advanced tooling and finishing stations including powder coating, painting, Spectra-chrome and hydro-dipping capabilities. New team members have been added to the engineering corps to address the increased demand for products in every category. Minden and the South Lake Tahoe region is a growing community offering diverse activities and an affordable lifestyle for many of James Loudspeaker's younger team members.

### **New President**

Jay Wessell has joined James Loudspeaker and will serve as President of the company. Wessell, who had worked alongside CEO Mark Schafle at Infinity and other ventures, brings an extensive background in the audio industry to his new role. Wessell will oversee the finance, HR and other aspects of management enabling Schafle to oversee manufacturing and marketing. "We already have a track record of working very well together, with complementary skill sets," Wessell stated. "I am excited to join such a successful venture and bring the finest lifestyle loudspeakers to residential and commercial integrators worldwide." Engineers Mike Park and Ted Telesky will continue to lead R&D.

### **New Director of Marketing**

James Loudspeaker has appointed Vijita U.G. as Director of Marketing. Vijita brings extensive relevant sales and marketing experience based on over 13 years with Stewart Filmscreen. As James Loudspeaker's marketing director, Vijita is responsible for all marketing activities including branding, advertising, marketing communications and promotional activity. "We are excited to add Vijita's industry experience, insights, and leadership to our expanding team as we continue to grow our company," explained James Loudspeaker CEO Mark Schafle. This newly created position is part of a larger initiative to add resources as James Loudspeaker has become a key supplier of entertainment products for residential, commercial and luxury marine markets.

**About James Loudspeaker**

James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with custom solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in the US since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide.

For more information visit [www.jamesloudspeaker.com](http://www.jamesloudspeaker.com) or James Loudspeaker on [Facebook](#).

**Media Contact**

Micah Sheveloff / WIRC Media / (727) 258-4770 / [wirc1@wircmedia.com](mailto:wirc1@wircmedia.com)

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