

Comfort Audio Opens U.S. Headquarters

Los Angeles — Comfort Audio Inc, a relative newcomer to the hearing health care industry here in the United States, but a recognized leader in assistive listening devices (ALDs) in Europe from where it hails, has opened a full-time office under the direction of Patrik Liljekvist, sales and marketing director, North, Central, and South America, previously based in the company's head office in Sweden.

Comfort Audio's U.S. headquarters opened May 1 in Park Ridge Ill, outside of Chicago.

"We have had a great start in the US," said Liljekvist. "Our distributors and dispensing audiologists have made our introduction quite successful. We strongly believe we have the products to become a market leader in North America, but it will still take a lot of work. Therefore I am moving here with my family to continue to grow the business."

Comfort Audio sells only through authorized distributors and licensed hearing health care professionals. "We know that for a variety of reasons, only one in five individuals that experience hearing problems are currently being served by industry professionals in the United States", said Liljekvist. "We want to reach out to consumers and to the professionals to make sure they are aware of solutions other than hearing aids -- products that work in conjunction with hearing aids and at times instead of them.

To better serve its customers in the United States and throughout the rest of the western hemisphere, Comfort Audio has also rolled out a [Spanish-language version of its website](#).

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