

News: Around The (Acoustic) Horn

Comfort Audio Establishes US Headquarters in Midwest

Comfort Audio Inc, a relative newcomer to the US Heard of Hearing (HoH) industry, has seen the market react very positively to its product offerings. A logical step for the company is to open 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 Swedish head office.

"We have had a great start in the US," says Liljekvist. "Our marketing partners such as distributors and dispensing audiologists have made our introduction to the Hard of Hearing here quite successful. We strongly believe we have the products to also become 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."

As of May 1, the company's US contact information is:

Comfort Audio Inc

350 South Northwest Highway, Suite 300
Park Ridge, IL 60068
Phone: (847) 656 5450
Fax: (847) 656 5201
www.comfortaudio.us
usa@comfortaudio.com

Comfort Audio does not sell direct to consumers, only through authorized distributors and licensed HoH professionals. "We know that, for a variety of reasons, only 1 in 5 individuals that experience hearing problems are currently being served by industry professionals in the US," says Liljekvist. "We want to reach out to consumers and to the professionals to make sure they are aware of stylish and workable solutions other than hearing aids, products that work in conjunction with hearing aids and, at times, instead of a hearing aids We do that by advertising in consumer magazines, attending trade shows for individuals who are hard-of-hearing and also by launching a Web site in Spanish. Surprisingly, this kind of consumer support is rare in our industry."

SOURCE: Comfort Audio

Related Articles

[Comfort Audio Opens Doors in US.](#) January 24, 2008 *HR The Insider*.

[Comfort Audio Makes a Splash at AudiologyNow!](#) April 24, 2008 *HR The Insider*.

Also look for the upcoming May edition of HR and the Industry Insider interview with Comfort Audio's CEO Ragnar Ahgren.