

News from Advance for Auds:

Comfort Audio Opens New U.S. Headquarters

Comfort Audio, of Halmstad, Sweden, an international leader in Assistive Listening Devices marked its second year in the United States by opening a new North American HQ and Sales office.

A new Spanish language website also was unveiled to serve professionals and consumers in the U.S. and the rest of the hemisphere.

The new, full-time U.S. office was seen as a logical step by the company said Patrik Liljekvist, Sales & Marketing Director, North, Central and South America, who previously was based in the company's Swedish head office.

"We have had a great start in the U.S." he said. "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."

For More Information:

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