

Distribution Announcement

Henley Audio to Distribute Synthesis in the UK and Ireland Markets Class leading Italian electronics are finding a new home in Oxfordshire.

Didcot, Oxfordshire – 10th March 2021

Henley Audio are thrilled to announce a new distribution agreement with Synthesis of Italy, a specialist manufacturer of hi-fi electronics. As sole UK distributor for a wide variety of Hi-Fi equipment brands from across the globe, Henley Audio are delighted to add another international partner to their ever-developing portfolio.

Luigi Lorenzon, owner, founder and chief designer of Synthesis, says of the new distribution arrangement:

"I'm incredibly happy to start a cooperation with Henley Audio as they are leader distributors in the UK and Ireland and I'm sure they're the right team to develop Synthesis brand in both countries. We, at Synthesis, are always looking for distributors who are passionate about our products and therefore we are sure that Henley Audio is the right team to work with. They know the market, they're passionate about the brand, they have a great knowledge: a great match."

Managing Director of Henley Audio, Laurence Armstrong, said of the new relationship:

"We're thrilled to be working with Luigi and his team. We are big lovers of the 'valve sound', so being able to offer a beautifully engineered product that delivers on that front, while still often delivering enough power to even drive more demanding loudspeakers was something we had to jump at."

We're really looking forward to helping Synthesis grow into a recognisable brand in the UK and Ireland markets by delivering a quality product that comes with a real sense of prestige. We're working on the dealer network now, and look forward to sharing more press updates as the products arrive and go out in the field."



Roma 96DC+ integrated amplifier with built-in DAC, pictured

With immediate effect, Henley Audio will be offering sales, technical support, service and marketing for all Synthesis products in the UK and Ireland. The full range is available to view right now at www.henleyaudio.co.uk, with stock landing during March 2021. Carried models will include all Roma integrated amplifier models, the Soprano LE and the Action A50 Taurus, with more models to be introduced during the year.

For all technical, press and dealership enquiries, please contact Henley Audio through the following means:

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About Synthesis: Art In Music

Synthesis is a prestigious Italian manufacturing company dedicated to designing and releasing premium hi-fi electronics, with a particular focus on valve amplifier designs.

Where many valve amplifiers leave users having to consider only a narrow pool of partnering speakers, Synthesis' use of push-pull designs in particular means most of their range will suitably power a wider variety of modern speakers. Their meticulous attention to detail throughout the design process, targeted selection of only the best components available for the price, vast experience of transformer designs and keen eye for detail push Synthesis to the forefront of the premium home audio market. As a result they boast countless fans and various awards from around the world.

Designed and manufactured in Italy, Synthesis also produce a variety of source equipment and accessories, allowing you to build a full sound system that flows from start to finish with the core principles Synthesis are driven by: exceptional sound with exceptional engineering. Synthesis truly presents the art in music.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support and warehouse teams in order to offer the full turn-key solution for suppliers. The brands we represent are not only highly regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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