

Simaudio Goes Global With Moon International

Written by Alice Marshall
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Canadian hifi maker Simaudio goes global with Moon International, a sales and distribution outfit providing marketing and strategy for all Moon Export partners in local markets.



Set for a 6 January 2020 launch, Moon International will have offices in France and the UK, as well as a distribution hub in the Netherlands. Heading it are Etienne Gautier and John Carroll. Gautier has worked with Simaudio for 10 years, and John has been a Simaudio distributor for two decades. Both say Moon is not a product range, but "an attitude and philosophy," and the creation of Moon International will better serve a growing customer base.

"The creation of Moon International gives us a great opportunity to take the extraordinary Moon range of performance audio products to new markets whilst developing the brand with our existing partners," Gautier continues. "Our new European offices and distribution hub will ensure that we will be closer to our customers and be able to both offer them even better customer service and swiftly deliver our products to them."

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