Clarity Welcomes BBG As Its Latest Member

Thursday 3 April, 2014

The Clarity Alliance, the UK hi-fi industry's trade body, is pleased to welcome leading distributor of hi-fi and AV products BBG to its growing number of members, expanding the number of audio brands supporting the work for of the Alliance.

The membership of BBG brings a number of high profile brands into the Alliance, including Audio Technica, Boston Acoustics, Elipson, Onkyo, Peerless-AV, Roth and Teac and demonstrates the importance that BBG puts on the work of the Alliance to help grow the UK hi-fi industry. And in keeping with the Alliance's open membership policy, where any business or individual interested in the prosperity of a rapidly changing AV landscape can (and should) get involved, BBG's portfolio of custom and commercial installation products underlines the importance of the hi-fi industry expanding into new sectors.

Welcoming BBG to the Alliance, Laurence Armstrong, Clarity chairman, says, "There is no doubt that the work of Clarity and its primary objective to help the UK industry develop, is getting noticed by the industry at large. The need for us to shift with the changing market dynamic is essential if we are to continue to offer a relevant product selection and service to the consumer." He continues, "BBG's decision to apply for membership and its diverse portfolio of products, which span hi-fi, AV and custom, demonstrates how much importance this leading distributor puts on helping the industry to adapt and grow. We are very pleased to welcome Gordon Dutch, managing director of BBG and his team to Clarity and look forward to working with them."

Gordon Dutch comments, "For BBG the hi-fi channel is one which is very important to us. The network of high street based independent and small-chain retailers are able to put our products within easy reach of our potential customer base. So it is essential that the high street prospers, not just for us, but also for other manufacturers and distributors of hi-fi and AV equipment. The work that Clarity has embarked upon, to raise awareness of the industry with the general public, is very worthwhile and we are pleased to be able to add our voice and support - by working together the industry can be stronger."

-ENDS-

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