



## **CRYSTAL CABLE APPOINTS EMD AS SALES AGENT FOR THE USA & LATAM**

International Audio Holding (IAH), owners of the premium audio cable brand Crystal Cable, announces that they have engaged Aldo Filippelli and his company Elite Marketing Dynamics, LLC (EMD) as their official representative sales agent throughout the United States and Latin America. Current partner Wynn Audio shall remain Crystal Cable's authorized distributor for Canada, and Performance AV Systems shall remain the authorized distributor for Brazil.

EMD shall commence sales of Crystal Cable products on August 1, 2023; hereby, enabling Crystal Cable to sell directly to accounts managed by EMD, and thereby eliminating the need for a traditional distributor in the USA and enabling access to new markets in Latin America.

*"EMD and its CEO/President Aldo Filippelli have a successful and proven track-record working for highly respected audio manufacturers improving their brand image, sales, and market presence in The Americas, and we are confident they can do the same for Crystal Cable."* says IAH's Director of Operations, Viktor de Leeuw.

For the past three years, EMD has successfully established the Estelon brand and a healthy dealership network in The Americas. Since January 2023, they've represented the superlative brand Vitus Audio and now they are adding Crystal Cable and its exceptional line of products.

The cooperation between IAH and EMD will solidify Crystal Cable's brand position in the Americas, and as an essential function of their mutual agreement, Mr. Filippelli will hold the position as Crystal Cable's VP of Sales and Business Development – The Americas.

Filippelli conveys, *"Adding Crystal Cable to our premium offerings is both exciting and an honor. We are thrilled to be representing such a reputable and desirable luxury audio brand that opens many additional opportunities for growth and enhances the synergy of EMD's offerings. As the face of the company for the USA and LATAM, EMD will operate as a brand ambassador as we do with Estelon and Vitus Audio. We believe this is a highly professional method of representing a brand and adds significant value to all parties involved."*

*"Through our processes, EMD will bring Crystal Cable to our dealer and distributor networks while performing the same roles and responsibilities as actual employees of the companies. EMD works at the highest level and with complete commitment and focus on sales and marketing, social media, PR, customer service, technical service and support, managing product reviews, and more. As such, we are not a traditional representative firm which makes us unique and exceptionally effective at what we do. We are a true agent and ambassador of our manufacturer partners,"* states Filippelli.

Gabi Rynveld, IAH's Director of PR, Sales, and Marketing adds, *"EMD's impressive showing of a \$1.2M hifi system at AXPONA 2023 with Estelon, Vitus Audio, and Crystal Cable, spoke volumes of what they can and have already done in the audio industry. It's clear that Aldo and the EMD team are exceptional audio industry veterans. He has a history of previously running distribution companies and managing sales for top manufacturers, and EMD has proven that their innovated sales agent model leads to success. We anticipate the cooperation to further strengthen our Crystal Cable brand."*