

Erikson Multimedia Announces Exclusive Distribution Partnership with Austere

FOR IMMEDIATE RELEASE

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BAIE D'URFÉ, QC, DECEMBER 15, 2022 – Erikson Multimedia, an Exertis | JAM business, is pleased to announce a partnership with Austere, a unique technology accessories company committed to creating spectacularly designed and technologically superior products. Under the agreement, Erikson Multimedia will be the exclusive distributor in Canada for all Austere products including home theater cables, power surge protection, and Clean & Protect™.



“Austere’s line of future-ready and technologically superior products are both a welcome and natural addition to our portfolio of high-performance consumer products,” says Jocelyn Rowcliffe, Director of Merchandising at Erikson Multimedia. “Their technology accessories provide outstanding synergy with our existing catalogue, and as a result this exciting partnership will lead to a great future for all parties involved.”

“We are thrilled to partner with Erikson Multimedia,” says Deena Ghazarian, CEO of Austere. “Their long-standing reputation as leaders in the distribution of high-performance consumer electronics is ideal



to accelerate Austere’s growth throughout Canada. Our mutual commitment to retail product training and marketing will allow customers to maximize the technology in their hardware, with the perfect pairing of accessories.”

Austere products are available in Canada now. Please reach out to Erikson Multimedia for more information.

About Austere

Launched in 2019, Austere is a unique technology accessory brand committed to spectacularly designed, technologically superior products to power and connect your life. From high-performance power, cable, and cleaning products, Austere represents the intersection of flawless, minimalist design and advanced technology to redefine technology accessories. Austere stands apart from all other technology accessories manufacturers for its commitment to designing a new generation of products that offer consumers more stylish, sustainable, and better ways to connect both with their electronic devices and each other.

austere.com

About Erikson Multimedia

Erikson Multimedia is the Consumer Electronics division of Exertis | JAM and distributes high-performance consumer products from brands including Adidas, Harman Kardon, JBL, Marshall, Urbanista, and more.

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