

iFi Announces Partnering with Erikson Consumer / JAM Industries for Wide Canadian Distribution

FOR IMMEDIATE RELEASE

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BAIE D'URFÉ, QC, April 2024 – [iFi audio](#), a leading provider of audio solutions, proudly announces a significant milestone in its distribution journey. Having secured the hearts and minds of well-informed, tech savvy, Canadian hi-fi enthusiasts, iFi is expanding their scope into wider commercial channels. “We are excited to announce a new partnership in Canada with [Erikson Consumer](#), a division of [Exertis | JAM](#),” explains Miles Roberts, Global Head of Sales at iFi audio. “With a strong presence in the Hi-Fi, pro audio, and consumer tech markets, Erikson Consumer is the ideal partner to support us as we expand into new channels and amplify our presence in existing markets.”

Previously iFi partnered with [Motet Distribution](#), but the evolution of the market demanded adjustments that would benefit both customer needs and the company’s expansion. “We are immensely grateful to Motet for their invaluable partnership over the years. They have been instrumental in our growth and success,” says Roberts. “With Erikson Consumer, we see an exciting opportunity to take our business to new heights. Their expertise and extensive reach in the audio and consumer tech sectors align perfectly with our goals.”

iFi audio believes this strategic move will sharpen the focus of sales and marketing channels, to enhance their ability to service their customers and partners more effectively. “iFi has successfully tackled ‘widening the hi-fi tent’ to meet the needs of budding enthusiasts, as well as satisfying the most demanding, performance-seeking audiophiles,” says Enzo Morelli V.P. Lux/Ci at Erikson Consumer. “This is iFi. Accomplishing this across a growing number of categories, in a no-nonsense approach to delivering tech with a first-rate consumer experience, is what makes iFi special, and what makes it an exciting new partnership for me,” adds Morelli.

The transition to Erikson Consumer represents a promising step forward as iFi advances their mission to provide cutting-edge audio solutions that enrich the lives of their customers. “With Erikson Consumer we look forward to bringing the world of audio to new audiences and delivering exceptional products and services,” Miles concludes.

To learn more about Erikson Consumer, please visit <https://www.eriksonconsumer.com/>.

To learn more about iFi, please visit <https://ifi-audio.com/>.

About iFi

iFi audio is a subsidiary of the AMR group (Abbingdon Music Research Group)—an audio equipment manufacturer based in Southport, UK. iFi audio produces several award-winning DACs and amplifiers, as well as other accessories for computer and home audio. For more information, please visit— <https://ifi-audio.com/>

About Erikson Consumer

Erikson Consumer, an Exertis | JAM business, is one of Canada's largest independent distributors of audio & electronic solutions with a portfolio fortified by the industry's most renowned brands of multimedia, luxury audio, home comfort and mobile audio products.

Its product selection includes award-winning brands that can be found in all key national and regional chains, furniture/appliance and specialized independents. Erikson Consumer takes pride in offering clients product training from introductory to technical levels, supported by dedicated sales and marketing teams prepared to assist before and after sales, with stock readily available from a state-of-the-art 250,000 square foot warehouse facility.

With over fifty years of experience, Erikson Consumer has grown and diversified, providing the Canadian marketplace with a resourceful, reliable, and innovative distribution network.

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