



Sennheiser brings Ireland into Global Organization

Marlow, September 15, 2015 – Sennheiser is delighted to announce the acquisition of several business units of Professional Audio Ltd. (PAL) in Ireland. This new and exciting step in the development of Sennheiser’s Irish operation follows a mutual agreement between Sennheiser GmbH & Co. KG and PAL, which among others sold Sennheiser products in Ireland.

Sennheiser already employs over 300 people at its manufacturing plant in Tullamore, where it produces headphones, headphone capsules, audiology products, studio monitors and products for the integrated systems sector.

“Ireland is an important market for us and we want to make sure that our customers there continue to be well supported,” says Daniel Sennheiser, Sennheiser’s CEO. “Drawing business for this territory directly into our global operation means that we are able to offer the same level of service that we offer everywhere else in the world. At the same time, keeping key members of the existing team provides both consistency and familiarity.”

“PAL has worked with Sennheiser in Ireland for more than 25 years and we have enjoyed building the Sennheiser brand during this time,” adds PAL’s Gerry Forde. “This latest development is a testament to Sennheiser’s vision and commitment to Ireland.”

About Sennheiser

Audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Based in Wedemark near Hanover, Germany, Sennheiser operates its own production facilities in Germany, Ireland and the USA and is active in more than 50 countries. With 18 sales subsidiaries and long-established trading partners, the company supplies innovative products and cutting-edge audio solutions that are optimally tailored to its customers' needs. Sennheiser is a family owned company that was founded in 1945 and which today has 2,700 employees around the world that share a passion for audio technology. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2014, the Sennheiser Group had sales totalling €635 million. www.sennheiser.com



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