

PRESS RELEASE

SAMSON appoints Sound Service GmbH as new exclusive distributor across 20 European countries, the U.K., and Ireland



Berlin, 8th of October 2025 – We are delighted to announce, that SAMSON appointed us as the new exclusive distribution partner for their products across 20 European countries, the U.K. and Ireland, effective from 1st of October 2025.

Branislav Zivkovic, President at SAMSON, says:

*"We are thrilled to share that **Sound Service European Music Distribution** and **Samson Distribution LLC** have entered into a new distribution partnership for the **Samson** brands."*

*This collaboration puts the talented team at Sound Service firmly in the driver's seat to represent our brands across **20 European countries, the UK, and Ireland**. Together, we are opening the door to new opportunities, stronger connections, and greater access to the products that musicians and creators rely on every day.*

*With a portfolio of **more than 700 products**, this partnership is about more than distribution. It's about ensuring that artists, performers, and creators across Europe can easily discover and enjoy the tools that inspire their sound.*

*The European marketplace has shifted rapidly in 2025, and we believe this is the perfect time to begin a new chapter. By combining Samson's global vision with Sound Service's strong customer relationships and deep expertise, we are confident this partnership will not only strengthen our foundation with existing dealers, but also spark **fresh growth, new channels, and renewed energy across the region.**"*

Timo Könnecke, COO at Sound Service, added:

"SAMSON has been part of our successful product portfolio in the past. We are delighted to be resuming our collaboration with them in over 20 European countries. Our pan-European distribution concept provides direct access to our European inventory for our customers in Europe, further increasing the visibility of SAMSON."

Samson is a worldwide enterprise, dedicated to innovating new products that will enhance the lives of music and broadcast professionals everywhere. Today's product line up consists of their highly acclaimed Wireless Systems, Microphones, Portable PA Systems, PA Cabinets, Studio Monitors, Studio Tools, Mixers, MIDI Keyboards, Headphones and Accessories.

(317 words / 1788 characters)

SAMSON

Overview

Facts

- Sound Service European Music Distribution is the new exclusive distributor for SAMSON in 20 European countries, the U.K. and Ireland, effective 1st of October 2025

Brand

Samson

Exclusive distribution

EU: Sound Service GmbH
UK: Sound Service U.K. Ltd

Website

www.sound-service.eu
www.soundservice.uk
www.samsontech.com

Availability

Q4 2025

Media

Press download incl. images

<https://blog.sound-service.eu/press-kits/>

Products for review

Please use press contact below!

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About SAMSON

Samson began designing wireless microphone systems in 1980. Today, we are an industry leader in both consumer and professional audio with three notable brands: Samson, Hartke, and Michael Kelly Guitars. Our products are sold and distributed in over 140 countries worldwide.

In 1980, Samson introduced our first wireless microphone system. Over the years, Samson has become a leader in the wireless field. In the early '90s, we began to expand the reach of our audio products through the development of power amplifiers, mixers, wired microphones, and signal processors. In 2005, we introduced the first professional USB microphones to be used by musicians, broadcasters, and podcast enthusiasts. Our USB microphones are an industry standard for content creators.

At Samson, we strive to simplify the lives of all musicians with accessible, high-performance audio gear that delivers tremendous value. From our USB microphones and micro wireless technology to portable PA systems and accessories, our goal is to lower the barrier of entry for anyone who needs professional audio for any application.

For 45 years Samson has grown from a small two-person operation to a worldwide enterprise, dedicated to innovating new products that will enhance the lives of music and broadcast professionals everywhere.

About the Company Sound Service European Music Distribution

Founded in 1983, the Berlin based Sound Service European Music Distribution has been growing steadily from a one-product-distributor (MFB Fricke; the world's first digital drummachine) to one of the major independent German distribution companies for musical instruments recording studio equipment and PA, Lightning and DJ products. Today Sound Service is one of the leading distribution companies in Europe with exclusive distribution rights for a lot of the A-List MI-brands covering most of the countries in Europe.