

M&K Sound appoints Habitech as distributor for the United Kingdom

Prestigious, world-renowned loudspeaker company M&K Sound partners with Habitech Ltd. to establish new UK home



COPENHAGEN, Denmark, April 18th, 2023 - M&K Sound, whose loudspeaker products are the undisputed 'choice of professionals', has partnered with leading value-added distributor Habitech Ltd. in Basingstoke, UK. The new distribution deal will strengthen M&K Sound's presence across the region and capitalise on Habitech's unrivalled sales and custom installation network. The Basingstoke company provides a dedicated team of home cinema experts and an in-depth understanding of the UK market to help drive aggressive growth across the territories.

“With M&K Sound's portfolio of the finest home cinema loudspeakers for the price in the world, we sought out a partner who could rise to the challenge and share our vision for UK market expansion,” said Per Becher, chief executive officer, M&K Sound. “Our 50-year pedigree demands that we secure a working relationship with the very best in the industry. For us, and the UK market, we believe that means Habitech.”

“M&K Sound is one of the most high-profile and respected loudspeaker brands in the world and its incredible products fit perfectly with our current portfolio,” said Jonathan Pengilley, managing director of Habitech Ltd. “We look forward to our retail and integration partners showing their end user customers how amazing M&K speakers sound and how many versatile options there are for installation.”

Habitech will feature two onsite demo rooms with M&K loudspeakers at the Basingstoke facility. One will feature M&K Sound’s legendary 150 Series plus THX Certified Ultra X12+ subwoofers in a Dolby Atmos configuration, the same combination of loudspeakers used in countless professional sound mixing facilities around the world. A second smaller demo room will feature M&K’s discrete on-wall M Series and décor-friendly D Series loudspeakers, along with compact V+ Series subwoofers.

Habitech prides itself on providing the industry’s most intensive training programmes and dedicated online and on-site support infrastructure. The company’s technical prowess and keen understanding of both the fundamentals and calibration of the finest home cinemas are second-to-none. Habitech’s state-of-the-art facility in Basingstoke provides its clients with all the tools and resources to ensure end users receive the ultimate in AV performance and professional installation.

Because of M&K Sound’s extraordinary heritage and uptake in movie sound mixing and monitoring studios, end user customers are guaranteed to experience audio 'as the director intended'. M&K Sound’s huge selection of standalone, in-wall, on-wall and bookshelf loudspeakers means there is a solution for every audio environment. The entire range is sonically timbre-matched allowing for any combination of M&K loudspeakers to be mixed and matched for every home cinema and AV application, as well as every budget.

For more information on M&K Sound in the UK, trade enquiries or demos by appointment, contact Habitech Ltd., Unit K, The Loddon Centre, Wade Road, Basingstoke, Hampshire RG24 8FL; phone: +44 (0)1256 638500; email: sales@habitech.co.uk ; website: www.habitech.co.uk

About M&K Sound

For more than four decades, M&K Sound has been held in the highest regard by the audio press, film and music industries, as well as by home users seeking the finest loudspeakers for both music and home theater. Building on a truly unique heritage and strong market presence that transcends the traditional boundaries between professional and consumer audio, M&K pledges to continue to offer performance, reliability, and value for money that are second to none. For more information, visit www.mksound.com, or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

M&K Sound, Miller & Kreisel, their associated logos, and the term Tripole are trademarks of M&K Sound A/S, Copenhagen. All trademarks are registered in multiple jurisdictions. All rights reserved.

Media Contact:

Susanne Becher

Head of Marketing and Communications
M&K Sound A/S
SKB@mksound.com

Sophie Graham

Marketing and Communications Manager
Habitech
sophie.graham@habitech.co.uk