

Audio-Technica Samurai Award for Mavric Incorporated



I-R: Jerry Silhavy, David Barrett, Kazuo Matsushita, Jeff Beck, Pete Petty, Julie Vanberg, Reid Peterson, Gabe Williams, John Herr

Audio-Technica, an innovator in transducer technology for over 60 years, has once again recognized Mavric Incorporated with its Samurai Award for the 2023/2024 fiscal year, for representing Audio-Technica in the U.S. Southeast, covering Virginia, Tennessee, North Carolina, South Carolina, Georgia, Mississippi and Alabama.

Audio-Technica held the awards ceremony to honor its dedicated force of manufacturer's representatives on the eve of the InfoComm Expo on June 11, 2024, in Las Vegas. Mavric Incorporated was congratulated for outstanding sales performance and bestowed with Audio-Technica's beloved Samurai doll. Mavric Principal Pete Petty accepted the award, which was presented by Reid Peterson, Audio-Technica U.S. Executive Director, System Solutions, and Jeff Beck, Audio-Technica U.S. Territory Sales Manager, System Solutions.

Peterson said, "We are proud to once again honor Mavric with our Samurai Award. For many consecutive years now, Pete Petty and the rest of the Mavric team have continued to excel with strong sales and a high level of service and support for Audio-Technica in their territory. We applaud them for their performance over the

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last calendar year, the relationships that they have built and their expertise surrounding the A-T product line.”

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