

Audio-Technica Honors Mavric Incorporated with Its Samurai Award



Audio-Technica, an innovator in transducer technology for over 50 years, has recognized Mavric Incorporated with its Samurai Award for the 2020/2021 fiscal year, for representing Audio-Technica in the U.S. Southeast, covering Tennessee, North Carolina, South Carolina, Georgia, Mississippi and Alabama.

Audio-Technica held an online awards ceremony to honor its manufacturer's representatives on November 1, 2021, on a dedicated Zoom conference. The A-T Samurai Award recipient was congratulated for outstanding sales performance and bestowed with Audio-Technica's beloved Samurai doll, which has since been sent to Mavric's corporate HQ. Mavric principal Pete Petty accepted the award, which was presented by Reid Peterson, Audio-Technica U.S. Director of Sales, Professional Markets.

Peterson said, "We are proud to honor Mavric with our Samurai Award. Mavric has emerged as a true industry leader, and Pete Petty and his solid team of David Barrett, Jerry Silhavy and Gabe Williams have distinguished themselves with strong sales and a high level of service and support in the Southeast. We are proud of their performance over the last year (which was a tough one for everyone), along with the relationships that they continue to foster and their expertise surrounding the A-

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T product line.”

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