



Magenta Audio Acquires Nirvana Sound, Expanding Its Presence in High-End Audio Distribution

We are thrilled to announce that Magenta Audio has officially acquired Nirvana Sound, expanding our distribution portfolio with over 30 exceptional brands.

Magenta Audio has a long history of building brands in the Australian market, supporting dealers and end-users alike. Managing Director, Mike Kirkham said:

“This is an exciting opportunity for Magenta Audio in acquiring Nirvana Sound and these remarkable brands. It accelerates our ongoing evolution into the high end market with some of the most musical products available.”

Since its founding in 2019 by George Moraitis, Nirvana Sound has set a new benchmark in high-end audio sales and distribution across Australia. By meticulously curating a collection of leading brands, Nirvana has represented the pinnacle of innovation in the audio industry.

George Moraitis is focusing his attention on other ventures, such as the remarkable Australian-made Döhmman Audio Turntables, but remains part of the Nirvana team going forward.

Nirvana Sound founder George Moraitis said:

“Nirvana Sound has been an incredible adventure of celebrating this wonderful hobby. Our focus has always been to deliver an exceptional customer experience and assist our clients to achieve the highest level of enjoyment of their music collection. Magenta Audio are the only people that I have met in the industry that I trust to continue that legacy and expand it to more people in Australia. I look forward to working with the new team at Nirvana Sound/Magenta to bring the finest audio equipment to more discerning music lovers.”

At Magenta Audio, we are committed to upholding the high standards Nirvana Sound has established, while also introducing exciting new additions to our existing portfolio, including Oephi and Metronome Technologies.

Together, the combined Magenta Audio and Nirvana Sound portfolio now features the following distinguished brands:

Aesthetix

AG Lifter

Aidas

Air Tight

Alieno

Aspire Audio

Audience

Bricasti Designs

Canor Audio

Cessaro Horn Acoustics

darTZeel

Döhmann

Dutch & Dutch

EMM Labs / Mietner Audio

Engström Sound

Fischer & Fischer

Graham Engineering

Halcro

Heartsound Audio

HSE

Kirmuss Audio

Koetsu

Metronome Technologies

Moonriver Audio

Mutech

My Sonic Lab

Oephi
Pear Audio
PS Audio
RD Acoustic
Reed
Schnerzinger
Schröder
Stage III Concepts
Stenheim
Supatrac
Sutherland Engineering
Thiele
Wally Tools
Ypsilon
Wilson Benesch
Zellaton

This is an exciting evolution for Magenta Audio and aligns perfectly with our own brand, Halcro. The sales team remains the same with Tim Brierly moving into the role of National Sales Manager.

Please reach out to us with any questions you may have. We look forward to supporting our dealers and customers with this wonderful new portfolio of products.

For further information, please visit:

www.nirvanasound.com

www.magentaaudio.com.au