



**Press Release – no embargo**

**Top PR agency Naphthine Porter signs world-renowned audio manufacturer Chord Electronics Ltd.**

LONDON (Friday 27<sup>th</sup> January 2012) — Naphthine Porter Ltd (NP), a leading specialist technology public relations agency, is delighted to announce that it will be offering expert PR services to one of the world's leading high-end audio manufacturers, Chord Electronics Ltd with immediate effect.

The innovative Kent-based company has an enviable reputation internationally for creating some of the best-sounding and most recognisable hi-fi, home cinema and professional audio equipment of the last twenty years. Chord Electronics' reputation for exemplary audio engineering has earned the company a global fan base of discerning audio enthusiasts who demand not just sublime sound quality, but unrivalled craftsmanship and beautiful product design.

Taking sole responsibility for Chord Electronics at Naphthine Porter will be Dan George, who recently brought his extensive publishing and editorial expertise to the business. Dan said: "Chord Electronics benefits from both world-class engineering expertise and a truly remarkable aesthetic understanding. The company continues to innovate from its Kent HQ and push the boundaries of high-fidelity sound. Its most recent range launch of compact, affordable hi-fi, Chordette, proves how Chord Electronics is committed to delivering its unrivalled standards to a broad range of consumers. I'm absolutely thrilled to be working with such a giant in the specialist audio world and look forward to revealing more about the company's exciting 2012 plans soon."

If you would like to learn more about Chord Electronics, its product range or request images and review samples, then please contact Dan at: [dan@naphthineporter.com](mailto:dan@naphthineporter.com) or on 07899 808918.

For further information on Naphthine Porter visit [www.naphthineporter.com](http://www.naphthineporter.com).

**Notes for editors**

**About Chord Electronics Ltd**

Chord Electronics Ltd is a world-leading manufacturer of high-end audio products, based in Kent, England. Since 1989, Chord Electronics has been creating some of the planet's finest hi-fi, home cinema and professional audio equipment. A technology-driven innovator, Chord Electronics continues to deliver excellence through exemplary audio engineering, cutting-edge design and a true aesthetic understanding.

Chord Electronics is trusted and admired internationally and its global customer base includes: Abbey Road Studios (London); Sony Music Studios (New York) and Skywalker Sound (California). For an extensive client list and more information on the full Chord Electronics range, please visit [www.chordelectronics.co.uk](http://www.chordelectronics.co.uk)

### **About Naphine Porter Ltd**

Naphine Porter Limited was founded in February 2010 by partners Andy Naphine and Alan Porter as a specialist consumer electronics public relations agency. Naphine Porter now represents a number of consumer technology brands including: Atlas cables, Canton Loudspeakers, HD Anywhere, Image Audio, NEOD, Michell Engineering, Scandyna Loudspeakers, Chord Electronics, T+A, Tascam and TEAC. Naphine Porter has established a successful formula for evaluating, promoting and communicating a brand's philosophy and products. Key to their success has been their passion for technology and the specialist skills necessary to represent their brands across a wide-ranging media base.

For further information, visit [www.naphineporter.com](http://www.naphineporter.com)

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