

Atlas Cables Welcomes Erikson Consumer as Exclusive Canadian Distributor

FOR IMMEDIATE RELEASE

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February 14th 2025, BAIE D'URFÉ – Atlas Cables, a global leader in high-performance audio cable technology, is thrilled to announce Erikson Consumer as its exclusive distributor in Canada. This strategic partnership marks a significant milestone for both companies, ensuring Canadian consumers and audiophiles will have unparalleled access to Atlas Cables' premium products.



Recognized for their innovative design, superior craftsmanship, and exceptional performance, Atlas Cables has become a trusted name among audio enthusiasts worldwide. With a product portfolio ranging from analog and digital interconnects to speaker and power cables, Atlas Cables delivers solutions that elevate the listening experience to new heights.

“We are excited to partner with Erikson Consumer, a company renowned for its strong presence in the Canadian market and a proven track record of delivering quality products to consumers,” said Martin McCue, Sales Director of Atlas Cables. “This collaboration will strengthen our footprint in Canada and ensure that our customers benefit from Erikson Consumer’s exceptional service and support.”

Erikson Consumer, a division of JAM Industries, has built a reputation as a premier distributor of audio, video, and consumer electronics products. Their extensive dealer network and deep understanding of the Canadian market make them the ideal partner to represent the Atlas Cables brand.

“We are honoured to become the exclusive distributor for Atlas Cables in Canada,” said Enzo Morrelli, Vice President of Erikson Consumer. “Atlas Cables’ dedication to innovation and quality aligns perfectly with our mission to bring the finest products to Canadian consumers. We look forward to working together to meet the needs of Canada’s growing audiophile community.”

Effective immediately, Canadian retailers and dealers can access the full range of Atlas Cables products through Erikson Consumer. Customers can also look forward to enhanced product availability, expert support, and localized marketing initiatives designed to showcase the unique value Atlas Cables brings to the market.

For more information about Atlas Cables or to inquire about retail opportunities, please contact your Erikson Consumer sales representative or visit our B2B website at www.eriksonconsumer.com

About Atlas Cables

Based in Kilmarnock, Scotland, Atlas Cables is a leading manufacturer of high-performance audio and video cables. With a commitment to innovation, precision engineering, and delivering true-to-source sound quality, Atlas Cables has garnered international acclaim among audiophiles and industry experts alike.

About Erikson Consumer

Erikson Consumer, a JAM business, is one of Canada’s largest independent distributors of audio & electronic solutions with a portfolio fortified by the industry’s most renowned brands of multimedia, luxury audio, home comfort and mobile audio products. Its product selection includes award-winning brands that can be found in all key national and regional chains, furniture/appliance and specialized independents. Erikson Consumer takes pride in offering clients product training from introductory to technical levels, supported by dedicated sales and marketing teams prepared to assist before and after sales, with stock readily available from a state-of-the-art 250,000 square foot warehouse facility. With over fifty years of experience, Erikson Consumer has grown and diversified, providing the Canadian marketplace with a resourceful, reliable, and innovative distribution network.