

## **Salamander Celebrates Silver Spectacular**

**\$25,000 in giveaways at CEDIA planned to highlight 25<sup>th</sup> Anniversary and say ‘Thank You’ to Salamander Designs customers worldwide.**

**Bloomfield, CT**— August 23, 2018 —Twenty-five years of creating satisfied customers has passed so quickly that Salvatore “Sal” Carrabba, founder of Salamander Designs, muses that customer relationships have been the most important—and satisfying—part of their business, and hints that the best is yet to come. Recognized as the leading designer and manufacturer of premium quality A/V and technology furniture, Sal sums up their successful formula in a few words: “Instead of one-size-fits-all,” he says, “Everyone gets exactly what fits them. We design and deliver better furniture that is shaped by our customers’ needs in form and functionality.”

To celebrate this prestigious 25<sup>th</sup> anniversary milestone, Salamander will provide the biggest giveaway in the company’s history at CEDIA in September with prizes valued at \$25,000. No purchase is necessary, and all CEDIA attendees (except manufacturers, reps and other restricted parties) can enter and have a chance to win by stopping by the Salamander Design booth #1219. Live drawings are set for 4:00 p.m. Thursday and Friday at the booth (#1219), along with beer and wine for the lively celebration.

“This is a way for us to show our deep gratitude and appreciation to our friends and business partners.” Sal said. “We invite our customers to celebrate our 25th and get a part of the \$25K! On behalf of our team, we hope everyone joins us at our CEDIA booth to say hello and see what’s new from Salamander.”

In addition to the exciting prize giveaway, Bernie Manocchio, owner of The Audio Store in Newington, CT, is being honored as the first—and longest—customer of Salamander Designs. “Salamander Designs is committed to the same ideals as The Audio Store,” Bernie says. “Since the day I sold one of Sal’s first, Archetype audio racks (made in his father’s garage), they have been a forward-looking manufacturer who keeps up technology changes and anticipates clients’ needs and desires. Salamander products are always beautiful and work well and the team continually provides the highest level of customer service, including a lifetime warranty.”

Salamander will also honor top dealers and reps with a special awards presentation along with the \$25K Giveaway at 4pm on Thursday in the company’s booth #1219.

Added Sal, “This will be a landmark CEDIA for our customers and for us. It’s the ideal time to come together and celebrate mutual growth and ongoing success.”

### ***Brief History of Salamander Designs***

In the 1990s, while Sal Carrabba was searching for furniture to support and display his home entertainment components, he discovered there was nothing in the marketplace that met his requirements. He was hoping to find furniture of superior quality that could be configured to meet his exact needs, but flexible enough to accommodate his entertainment system as it changed over time. Since his search came up empty handed, Sal decided to apply his background in sculpture and design to create some furniture on his own, and the **Archetype System** of shelving was born. The positive response to his designs from family and friends convinced him that others might be interested in his designs as well. So, in 1992 Sal founded Salamander Designs, Ltd. Since then it has become a leader in the consumer electronics furniture marketplace, offering advanced flexible solutions for audio and video enthusiasts.

### ***About Salamander Designs, Ltd.***

For more than 25 years, multiple award-winning Salamander has been designing and manufacturing premium quality furniture for residential and commercial audio/video integration that complements any space. Committed to the promise that every customer deserves furniture that is shaped by their needs, Salamander's expert design team and build-to-order formula serve a wide range of markets equally, including the advanced audiophile, luxury residential and commercial customers of all sizes and categories. All products are custom made in a 100% solar powered USA facility, uniquely quick shipped within days and backed by a lifetime warranty which includes superior support. It's not just furniture, it's furniture engineered to make today's electronics, technology and people work and live better. To learn why global companies such as Sony, Microsoft, General Electric, NBC Sports and thousands of residential customers worldwide rely on Salamander furniture and accessories, visit [salamanderdesigns.com](http://salamanderdesigns.com).

### **Press Contacts**

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### **Special Note to Editors and Public Relations Professionals**

Please add the dates of our 25<sup>th</sup> Anniversary Celebration to your lists and recaps of CEDIA EXPO events.

Salamander Designs 25<sup>th</sup> Anniversary Silver Spectacular Celebration

Prizes valued at \$25,000 plus beer, wine and other beverages

4:00 p.m. Thursday & Friday, September 6 & 7

CEDIA Booth #1219