



Joe Chung (Acme president), Giorgio Biffi (Outline sales director) with Lee and Ivy Chung at the recent Palm China show.

Butterfly spreads its wings

CHINA: Outline Audio has appointed the lighting manufacturer Acme Effects as its sole Chinese distributor. Having secured promising early sales, the two companies decided to re-brand Outline Audio as Butterfly - the name of its main line array system.

'We've renamed to Butterfly for a trial period only in China on the recommendation of our distributor,' explained Outline sales and marketing director Giorgio Biffi. 'All of our products will now carry the Butterfly logo on them.'

Based in Guangzhou, Acme has regional offices around the Chinese mainland.

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