



## **Wireworld Honored with NAMM Milestone Award for 25 Years of Service in the Music Products Industry**

*-Davie business recognized for exemplary business practices that have stood the test of time-*

**DAVIE, FLORIDA** (January 1, 2017) —At the 2017 NAMM Show, Wireworld of Davie, Florida was honored with the National Association of Music Merchants (NAMM) Milestone Award for 25 years of service in the music products industry. Presented annually by NAMM President and CEO Joe Lamond, the Milestone Award recognizes music businesses that have flourished through changing business environments to reach a noteworthy anniversary.

“Over the past 25 years, Wireworld has grown from a tiny startup with only three employees to an international brand with distribution in over fifty countries” said Wireworld President David Salz.

Wireworld was founded in 1992 with the goal of creating cables that objectively improve fidelity. The award-winning Cable Comparator methodology, patented in 1998, was instrumental in achieving that goal. In 2013, Wireworld’s DNA Helix cable technology, which minimizes the measurable and audible losses in cables, was awarded U.S. Patent #8,569,627.

“NAMM is honored to recognize business name here for their 25 years in business and in service to both the music products industry and to their community” noted Lamond. “Wireworld has demonstrated the perseverance and passion to stand the test of time, inspire countless others and create a more musical world for the benefit of all.”

The Milestone Awards are presented annually to industry leaders celebrating notable anniversaries during The NAMM Show, held during the month of January in Anaheim, California. The NAMM Show brings together over 100,000 industry professionals to preview the latest gear, attend educational sessions, and network with peers from more than 120 countries and regions.

### **About Wireworld**

Wireworld Cable Technology, founded by industrial designer David Salz in 1992, is a premier provider of leading edge digital and analog cable technology for home and professional A/V applications, including HDMI, USB, Ethernet, interconnect, microphone, instrument and speaker cables. Wireworld earned its world-class reputation by producing measurably superior cables optimized through objective perceptual testing, innovative patented designs, premium materials, and exceptional manufacturing quality. For more information, visit [www.wireworldcable.com](http://www.wireworldcable.com) and [www.wireworldproaudio.com](http://www.wireworldproaudio.com).

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### **About NAMM**

The National Association of Music Merchants ([NAMM](http://www.namm.org)) is the not-for-profit association with a mission to strengthen the \$17 billion music products industry and promote the pleasures and benefits of making music. NAMM is comprised of approximately 10,300 member companies located in 103 countries and territories. NAMM events and members fund [The NAMM Foundation](http://www.namm.org)'s efforts to promote the pleasures and benefits of music, and advance active participation in music making across the lifespan. For more information about NAMM, please visit [www.namm.org](http://www.namm.org), call 800.767.NAMM (6266) or follow the organization on [Facebook](https://www.facebook.com/namm), [Twitter](https://twitter.com/namm) and [YouTube](https://www.youtube.com/namm).