

PASCAL A/S Announces Sale of Blaze Audio to SONANCE

Strategic divestiture strengthens PASCAL's core focus and positions Pascal and Blaze for continued global growth.

Copenhagen, Denmark – May 20, 2025

PASCAL, a global leader in the design and manufacturing of high-performance audio electronics and software solutions for the professional audio industry, today announced the strategic sale of its sub-brand, Blaze Audio, to SONANCE, headquartered in San Clemente, California. The transaction will take effect as of July 1st, 2025.

Headquartered in Copenhagen, PASCAL supplies a comprehensive portfolio of innovative and premium ODM (Original Design Manufacturer) audio solutions to some of the most prominent Pro Audio brands worldwide.

"We launched Blaze in 2020, and the brand, serving commercial install customers globally, has experienced significant growth. This, however, resulted in strategic challenges diverting the focus from our core PASCAL business, which is why we made the decision to sell," said **Gustaf Høskuldsson, CEO of PASCAL**. "This move ensures Blaze can continue its impressive trajectory under SONANCE ownership, while allowing us to dedicate all our resources to our core PASCAL ODM business serving leading pro-audio brands. As a result, the move represents a triple win: Blaze gains focused ownership to further its expansion, PASCAL concentrates on its core ODM business, and our pro-audio customers benefit from PASCAL's intensified innovation and service."

With the divestiture, PASCAL will fully focus on delivering best-in-class amplifier technology and software solutions, exclusively within its ODM business. This strategic shift also means the company will discontinue all development of loudspeakers, underscoring its commitment to innovation in amplifier electronics and operational excellence.

"This strategic divestiture of Blaze allows us to fully focus on PASCAL's core business and further strengthen our position as a global leader serving branded pro-audio manufacturers, along with their distributors, dealers, and end-users," said **Eyal Steinitz, Chairman of PASCAL**. "We promise best-in-class operational excellence in terms of time-to-market, reduced lead-times and inventory management, and empowering our customers to realize industry-leading ROI with minimal risk."

As part of the transition, the talented Blaze team will join SONANCE and continue operations from their Copenhagen offices, which will now become part of SONANCE's global footprint.

"While we will certainly miss our colleagues at Blaze, we are confident they will achieve great things under SONANCE's leadership," added Høskuldsson.

"Like PASCAL, we're a company with bold growth ambitions, and Blaze Audio is a perfect strategic fit—both in terms of their experienced team and their product portfolio," said **Ari Supran, CEO of SONANCE**. "We're also looking forward to the long-term relationship exploring potential synergies and future collaboration with PASCAL in the audio electronics and software space."

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About Pascal A/S

Pascal, founded in 2006, is a world-leading Danish manufacturer of audio electronics for the professional audio industry. Headquartered in Copenhagen, Denmark, Pascal delivers innovative, energy-efficient solutions to a broad range of Business-to-Business clients. The company is recognized for its cutting-edge technology, reliability, and award-winning workplace culture. Pascal has experienced significant growth in recent years, reinforcing its position as a key player in the global audio market.

www.pascal-audio.com

About Blaze Audio

Blaze Audio specializes in professional audio solutions for the commercial installation market. Their product range includes amplifiers, loudspeakers, controllers, and software, all designed to deliver exceptional sound performance and reliability.

www.blaze-audio.com

About Sonance

Founded in 1983 by Scott Struthers and Geoff Spencer, Sonance revolutionized the audio industry by introducing the world's first in-wall speaker, combining high-quality sound with discreet design. For over 40 years, Sonance has continued to push the boundaries of audio innovation, seamlessly integrating technology into architecture across luxury residential, professional, and marine environments. The company's philosophy extends beyond product excellence, focusing on best-in-class service and fostering authentic partnerships with customers and design professionals alike. This commitment to collaboration has established Sonance as the trusted leader in architectural audio solutions.

www.sonance.com