

Spectra Unveils New SÖLIS Brand Product Lineup at CES 2017

Chicago, IL – Spectra Merchandising International, Inc., an industry pioneer in consumer electronics, is unveiling its new SÖLIS brand product line at the Consumer Electronics show in Las Vegas. The new brand will be the audio brand that “Leaves No Note Unheard” and pushes the deepest into the audiophile territory while maintaining attractive price points. Packaging, retail presentation and branding materials will veer toward the elite, aka music lovers. The SÖLIS brand will be most highly regarded for reinterpreting iconic, retro designs through sophisticated new products. It will marry these timeless design cues with the most sought-after features like Google Chromecast built-in/Bluetooth capabilities and Vacuum Tube technology’s hard to believe sound.

“See us at WCES booth # 12425 to view our **SÖLIS** product line and “See it with your own ears!” says Jim Economos, Vice President of Sales & Marketing at Spectra Merchandising International.

About Spectra

SPECTRA develops and markets a complete range of innovative, contemporary and high value consumer electronics products. Spectra’s U.S.A. headquarters are located in Chicago, IL, where all marketing, customer service, administration, domestic warehousing, returned goods processing and product service are completed.

SPECTRA has many years of experience sourcing products to meet specific customer needs and often times custom-designs products, cosmetics and packaging as directed by our partners in the marketplace. Spectra is diversified through retail, premium and direct mail accounts and is also well-versed in drop shipping. Asian operations are headquartered in Hong Kong, where we are known as IMA-Hong Kong, LTD., and our overseas offices also include branches in Taiwan, Korea and Mainland China.

Spectra's products can be found nationally at leading retail stores or on the web at www.spectraintl.com, on Facebook (facebook.com/spectraintl), YouTube (youtube.com/spectramerchandising), or follow @spectraintl on Twitter.

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