



Press Release
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NORSOUND SETS SIGHTS ON POLE POSITION

A British-based manufacturer of acoustic door seals and door safety products such as hinge covers is taking innovative steps to raise awareness of its product range. Norsound, which works with customers across a range of sectors including education, healthcare and the hotel/hospitality trade, is sponsoring a team in the FIA World Touring Car Championships (WTCC).

Dan Jones, General Manager at the business, said: "As a progressive business, Norsound adopts a progressive approach to everything we do - whether that's new product development, the provision of technical support or the way in which we market ourselves."

He continues: "We already employ more mainstream methods of marketing to communicate our key messages and the many of benefits of our products but backing a WTCC team adds a whole new and innovative dimension to those efforts."

The team benefitting from Norsound's support for a number of races - including events at Portimão in Portugal on the 4th July and at Brands Hatch on the 18th July - is Bamboo Engineering.

This British-based competitor in the WTCC runs two Chevrolet Lacettis - one driven by former Macua GT winner Daryl O'Young and the other by Harry Vaulkhard; the 2007 British SEAT Cupra R champion. As part of the sponsorship deal both cars will display the Norsound logo across their bonnets.

Summing up, Dan Jones added: "We wish Bamboo Engineering every success in this year's WTCC and are delighted to be supporting them. The fit between our two organisations is a natural one as we both have a pedigree of engineering excellence and we both continue to strive for new and ever higher levels of performance."

For more information on Norsound, visit www.norsound.co.uk

For more information on Bamboo Engineering, visit www.bamboo-engineering.com

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IMAGES: Norsound WTCC.jpg

CAPTION: **On track for success.** To raise awareness of its range of acoustic door seals and door safety products, Norsound is sponsoring a WTCC team.

For more information please contact Wayne Mohammed at Precision on 07931 586 334 or wayne@precision-online.co.uk

Notes to Editors:

- With a strong commitment to quality, customer service excellence and on-going product research and development, Norsound is a British-based manufacturer of purest acoustic seals.
- Norsound offers a complete range of products including perimeter seals, door bottom seals, meeting stile seals, threshold plates as well as hinges, mastic and adhesives.
- Norsound's acoustic seals can be easily fitted to new or to existing doors where they can dramatically reduce ambient noise levels. They are widely used in educational, healthcare and other similar environments.
- Thanks to their impressive noise reduction capabilities, Norsound seals are endorsed by the Noise Abatement Society - www.noiseabatementociety.com/pages/norsound-1