

HANSATON media information  
Plymouth, February 7, 2019

## **Sonova US plans departure of HANSATON from U.S. market, will transition customers and staff to Unitron brand**

**Plymouth, MN, February 7, 2019:** Sonova US Hearing Instruments LLC today announced that its HANSATON brand of hearing aids will depart the U.S. market, effective June 30, 2019. Hearing care professionals who fit HANSATON products will be given a special opportunity to transition their business to Unitron US, which is also a Sonova brand in the United States.

HANSATON will continue to be a part of the Sonova product portfolio in other parts of the world, including Europe.

“The departure of HANSATON from the U.S. market will enable us to focus more resources on the Unitron brand and, in particular, on FLEX™, a unique and innovative approach to better hearing healthcare. FLEX is unique in our industry as it delivers the most flexible, empowering and easy hearing experience. The growing FLEX ecosystem of innovations enables our customers to deliver evidence-based hearing instrument recommendations that result in a more personalized experience for their consumer. FLEX is also supported by a proven formula that guides our customers through an effective implementation of that ecosystem in their practices,” explains Mike Dittmann, President at Unitron.

Transitioning HANSATON US customers to Unitron is exciting from a number of perspectives, according to Dittmann. By partnering with Unitron, hearing care professionals will gain a number of advantages, including access to the FLEX ecosystem and the support teams; online ordering and bill pay; and the availability of Unitron products through many third-party administrators and buying groups. The fact that the products from both brands are based on the same proven Sonova technology will help to ease the transition to Unitron. “I’m also pleased to report that we will be able to retain all HANSATON staff in the U.S. and move them into roles with the Unitron US team,” states Dittmann “Moreover, HANSATON account representatives will personally help transition their customers into the Unitron family.”

### **About HANSATON**

HANSATON, a hearing system manufacturing company based in Hamburg / Germany, was founded in 1957 and has been part of the Sonova Group since 2015. Throughout the hearing system industry, HANSATON stands for innovative technology and award-winning product design. Together with hearing system professionals and partners, HANSATON develops custom-tailored solutions to help people enjoy optimal hearing experiences. HANSATON hearing systems are available in more than 70 countries worldwide.

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