



SnapAV Acquires HCA Distributing

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CHARLOTTE, NC, April 1, 2021 – Reinforcing its commitment to expand its local distribution network to all parts of the country, SnapAV has acquired HCA Distributing in Denver and Salt Lake City, according to Trevor Hansen, Manager of the SnapAV Volutone business unit.

“We are proud to add HCA to our growing network and be able to serve our partners in these two very important markets,” Hansen said today. “We’re also pleased that the entire HCA team, led by Ron Perron, will be joining Volutone and bringing with them their impressive reputation for customer service in these markets.”

Upon acquisition, Volutone immediately expanded the Salt Lake City location by moving operations to a 10,000 square-foot store that is over the twice of the size of the original. “As a result of our recent store expansions throughout the country, we’ve learned that larger locations help us to best serve our partners due the increased demand on inventory to support substantial revenue increases,” said Wally Whinna, SnapAV Senior Vice President of Local. “Our goal is to have the product we assort in stock for immediate delivery to our partners.”

Volutone now operates a total of 10 SnapAV Pro Store branches throughout the U.S., with 17 others bringing SnapAV’s total footprint to 27 stores as of March 2021. Both former HCA locations will be immediately outfitted with all SnapAV brands and products to provide same day access for local partners.

“SnapAV is in the middle of an industry-changing plan to better serve both the integration community and end user customers, and we’re thrilled to be a part of it,” Ron Perron said. “The ability to bring all of these great brands and services to our partners completes my vision of how HCA can increase its contributions to our partners’ success.”

Volutone will round out HCA’s already-impressive product assortment in Denver and Salt Lake City with the addition of products and solutions from Sony, Samsung, SONOS, Klipsch, KEF, Yamaha, Ubiquiti, RTI and more.

The SnapAV Pro Store program started in 2018 and will soon include a total of 30 stores in major metro markets throughout the country. In an effort to improve the partner shopping experience, SnapAV Local Pro Stores are actively being revamped to offer an open shopping platform, where customers can freely browse aisles of products, access training facilities and interact with highly knowledgeable sales staffs. Select stores even have a 24-hour will-call room, where partners can access products at their convenience. On-site training and product demonstrations were put on hold in 2020 and are expected to return by Q4 2021.

“Through our aggressive push to grow the SnapAV Local Pro Store program, including new locations, store expansions and acquisitions, SnapAV partners throughout the entire U.S. are gaining same-day product availability and product support that enables jobs to be finished faster and more profitably,” added Whinna.

The company now operates tens of thousands of square feet of retail floorspace to support the needs of SnapAV partners nationwide, while some competitors have struggled to maintain normal operations. Each local store is stocked with SnapAV’s vast catalog of CI products, in addition to popular third-party components that are in high demand, such as high-end TVs and lighting systems. Stores remained open and reliable throughout 2020, taking full precautions to protect their staff and customers by following all social distancing and facial covering ordinances and enacting strict disinfection and cleaning protocols.