

# SPRINGFIELD BUSINESS JOURNAL

2012 WHO'S WHO  
AUDIO MANUFACTURING



## Making It Sound Good for Over Forty Years

Do you use media? Chances are, you need National Audio Company. Founded in 1969, National Audio has grown to dominate the marketplace. Today, 43 years after they opened their doors, National Audio continues to deliver the best possible products, and they are known for the best customer service in the industry. With a long-term business plan focused on continuing to achieve excellence in every format of audio and video duplication, National Audio is in it for the long haul.

When it comes to all things audio, National Audio can do it better and faster than anyone else. In fact, they are the largest manufacturer of professional quality audio cassettes in the world, a medium that has stayed strong through the years and is growing as music fans and recording artists are actively working to keep the format alive. In addition, they also sell millions of blank and duplicated CDs, DVDs, and Blu-ray discs every year.

National Audio's services aren't limited to cassettes and optical media, they also offer analog to digital transfer, helping businesses and individuals preserve data, spoken word, and music. While most companies transfer at a transfer rate of 1-1, National Audio has developed a system that allows them to transfer at a rate of 32-1 and they can clean up imperfections in the process. They also offer flash duplication, which means they can transfer books, magazines and other recordings very quickly to digital files.

While National Audio can handle the full production of projects, including layout and design, imprinting,

duplication, printing inserts, assembly and shrink wrap; they also can participate in just one or two steps of the process. The company is equipped to handle clients and projects of all sizes.

"Whether you need 10 copies or 10,000, we can handle the project. We can work with anyone in Springfield who uses media, and appreciates the cost savings and convenience of keeping it local," President Steve Stepp said. "Many of our customers have been with us from the beginning, and depend on our high quality and quick turnaround."

Their reputation has served them well, as they work with numerous national and international businesses on a regular basis. While they dominate the industry worldwide, they also serve the Springfield market, by working with large and small businesses, churches, schools, civic organizations, musicians and individuals.

Mark Frazier, Video Production Coordinator with O'Reilly Auto Parts has turned to National Audio more than once. "I appreciate doing business with National Audio Company. Their prices are very competitive, and by having access to their large inventory here in town I can place my order and have it in hand within minutes instead of days. Their staff is friendly and helpful, and I really like keeping my dollars in the local economy."

### National Audio Company, Inc.

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#### Product or Services:

Manufacture and duplication of audio cassettes and packaging  
Analog to digital audio conversion  
Flash digital duplication  
CD & DVD duplication, packaging and blank media

