



Contact: Amanda Six
RBI Music
Tel: 817-335-2561
Email: asix@rhythmband.com

FOR IMMEDIATE RELEASE

Toca Partners With EFKAY As Its New Distributor In Canada



Since RBImusic purchased Toca Percussion in 2017 it has had rapid growth, and demand for its product has been strong around the world! To help meet those demands, RBImusic has made the strategic move of appointing the venerable EFKAY Music as the new distributor for Toca products in the Canadian marketplace.

Lane Davy, Executive Vice President of Sales and Marketing for RBI Music, says "The response to the Toca brand that we have received from dealers and consumers has been nothing short of remarkable. We knew that drummers and percussionists had been anxious to get Toca products for some time before we purchased the company, but we were overwhelmed by the outpouring of demand." Canada is one of the most important markets for Toca in terms of interest and sales. "One of the reasons RBI acquired Toca was the potential we saw for the brand to regain its position as a full-range percussion brand. Toca is well known for recreational and educational percussion," Davy continued. "But to fully realize the potential of the professional instruments in Canada, we felt a clean break was needed with past brand associations. Fortunately for us EFKAY, with their pro sales team and stellar lineup of top brands, saw Toca as a great fit."

"We've been in business since 1956 and have the this market covered with best sales force in Canada!" said Howard Kalinsky, President of EFKAY Music. Being the distributor of choice for such marquis brands as Ibanez, Tama, Kurzweil and Orange, among others, made the choice of working with RBI Music and Toca Percussion an easy one. "Toca is brand that has an excellent reputation for quality and sound, and there is great enthusiasm for their products up here in Canada. We're really looking forward to adding Toca to our line up of musical instruments. This will be great for us and the Canadian music consumer!"

tocapercussion.com

RBImusic
musical instrument distributors since 1961

RBImusic rbimusic.com sales@rhythmband.com 800-424-4724