

Sound FX is the New Home for 2016 Installer of the Year Matt Schaeffer

World-class technician and fabricator to manage custom car division

LEWES, DEL. – September 6, 2017 (MEDIAWIRE) – Sound FX, award-winning retailer of advanced-technology entertainment, safety and information solutions for the car and home, announced that Matt Schaeffer, 2016 *Mobile Electronics* magazine Installer of the Year, has joined the company as Lead Vehicle Fabricator at its retail location in Lewes, Delaware. Schaeffer now heads the store’s vehicle customization division and will be instrumental in expanding its service model to draw customers from other states. The high-profile addition to the Sound FX staff enables the store to significantly grow its capabilities and offer a wider range of services.

Matt Schaeffer is an accomplished and recognized custom installation professional, carrying ASE and MECP Master certifications. He specializes in designing and building premium in-vehicle entertainment systems that meld with the factory-installed style and function while improving the driving experience with the latest technology. His work encompasses daily drivers and exotic vehicles alike, and has been featured in magazines around the world. Videos of the vehicles he’s transformed have been viewed more than half a million times on YouTube.

“Matt’s fabrication ability speaks for itself,” said Brian Layton, who owns Sound FX along with his business partner, Mike Wright. “We would welcome him on that fact alone. But he brings so much more to the table. Someone who is willing to share and teach his expertise and still learn from others. A true professional who makes others better, whether they work with him or in other stores. We are absolutely thrilled to welcome him and his family to our store and our community.”

Sound FX was voted Retailer of the Year by *Mobile Electronics* magazine in 2014. Co-owners Layton and Wright revamped the store’s service offerings and marketing approach in 2013 to address a savvier and information-hungry customer base. Its website, sound-fx.net, which features more than 50 pages of in-depth product and technology content, is indicative of the store’s continued evolution to provide the highest level of service and capability in its market.

“My career goals have always centered on improving myself and building on my experience,” said Schaeffer. “In talking with Brian, as well as seeing how Sound FX is continually evolving to leverage opportunities in its market, I felt we shared the same vision. I am happy to have accepted the position and look forward to writing the next chapter of my life and career in Lewes.”

About Sound FX

Founded in 1992, Sound FX has provided Delaware and the Delmarva Eastern Shore area with years of courteous service and top-quality products. The company takes pride in the ability to design and install

great-sounding and easy-to-use systems for its clients. Voted Best of Delaware by the readers of *Delaware Today* magazine, and most recently Retailer of the Year by *Mobile Electronics* magazine, Sound FX's success derives from great relationships with its clients and industry. For more information, call (800) 454-AUDIO or visit sound-fx.net.

Image: [Brian Layton \(l\) and Matt Schaeffer](#)