



Auphonix Announces Large Discount on Blue Yeti Pop Filter 2-pack

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Auphonix is announcing a very steep discount on its 2-pack of Blue Yeti Pop Filters. The price of a 2-pack is now less than the price of a single unit. The sale price is set at \$18.97, which is over \$10 off the normal retail, and nearly \$3 less than a single pop filter.

Lee Nolan, spokesperson for Auphonix explains why. "A mistake was made when we replenished our inventory, meaning that we have over-stocked for our 2-pack of pop filters. Rather than have this stock languishing in the warehouse, we've decided to pass on a massive saving to our customers to help us clear the stock more quickly."

The Blue Yeti pop filter was introduced by Auphonix in January 2014, after the company observed that standard pop filters did not meet the needs of users of the Blue Yeti microphone. Most pop filters have a clamp that is designed to go on to a tubular microphone stand, yet this microphone has only flat surfaces on which to clamp a filter.

The filter is also able to be clamped to a standard desktop, for use with smaller USB-microphones.

Nolan was pleasantly surprised with the way the product was received in the marketplace. "We actually went into this product launch a little blind. The boss just had a gut feel that this was an important gap that needed filling in the market, and we just charged ahead without our normal rigorous research. Turns out he was right. Immediately the product hit the shelves it was very popular, and we began to have trouble keeping it in stock. Other companies have since followed us into this market, but we are proud to have been the pioneers".

Nolan also let slip that the company may have other new products up its sleeve. "We have spotted other gaps in this market, which we think is significantly under-served. Too many companies are putting the same old products up, without thinking about the customer first. Watch this space"

The 2-pack of the Blue Yeti Pop Filter is now available on Amazon.com for \$18.97. Other companies (including Auphonix) are selling single pop filters for \$19.97 or more.

The sale is expected to last until 21st June, but will be stopped once inventory levels are back to normal.

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For more information about Auphonix, contact the company here: [AuphonixLee Nolan](mailto:lee@auphonix.com)
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Auphonix

Auphonix retails high quality musical accessories on Amazon.com. They are renowned for inventing a pop filter specifically designed for the Blue Yeti Microphone.

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