Company Profile

50 Years of Puretone



A Welcome from Baz



As we celebrate 50 years of Puretone, I feel incredibly proud of what has been built and of the people who have made it possible. As an independent family run business, our success has always been built on strong relationships, hard work and a genuine commitment to helping our customers.

Over the years, our industry has changed significantly, but the values that guide us have remained the same. We believe in offering personal service, dependable support and the flexibility that customers need in a fast moving world. Those principles continue to shape who we are today.

What makes Puretone special is our people. Many of our team have been with us for over 20 years, bringing experience, loyalty and care to everything they do. Their dedication allows us to support customers across the UK and around the world with confidence.

While we are proud of our heritage and everything we have achieved over the past five decades, we are equally focused on the future. We continue to invest in our people, our products and our capabilities so that Puretone remains a trusted partner for many years to come.

Whether you have worked with us for decades or are discovering us for the first time, thank you for your interest in Puretone. We look forward to working with you.



Baz Choudhry
Managing Director

50 Years of Puretone

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Puretone at a Glance

For 50 years, Puretone has been a trusted name in the industry, supplying products, expertise and dependable service to customers across the UK and worldwide.

As an independent family-run business, we combine experience, flexibility and personal support with the scale and capability to meet modern market demands.

Today, Puretone supports clinics, hospitals, distributors and professionals with one of the UK's most comprehensive specialist product ranges, backed by knowledgeable people and a commitment to long-term relationships.



50 Years of Puretone

1976 Year We Started	**50 Years** Of Trusted Service	**1750+** Products Available
90+ Countries Supplied	**500+** Outlets Worldwide	**5000+** Components Stocked

Connect with the Puretone Team

Scan to contact our team or learn more
www.puretone.net/contact

Management



Jay Choudhry OBE

Founder & Chairman

"Since founding Puretone in 1976, I've remained committed to supporting professionals through innovation, quality & personal service."



Baz Choudhry
RHAD MSHAA

Managing Director

"I'm proud to lead us forward, building on family values while delivering innovation, reliability and outstanding service to the industry."



Martin Dickman

Technical Director

"My focus ensuring our products & technology deliver dependable performance and practical solutions for hearing professionals."



Dr Uzma Choudhry PhD

Consultant Director

"I'm committed to supporting the development of products and services that enhance patient outcomes and professional care."



Akif Choudhry

Business Development Manager



Paul McDermott

Area Sales Manager



David Solecki

Marketing & ICT Manager



Yvette Loach

Sales Supervisor



Layla Choudhry
BSc, MSc

Marketing & Sales Executive

Meet the Team

Behind every Puretone product, order and customer relationship is a dedicated team of experienced people who take pride in what they do and care about delivering the highest level of service.

From customer service and sales to technical support, production, logistics, marketing and operations, our teams work closely together to keep everything running smoothly and to provide the dependable support our customers value and rely on.

Many of our colleagues have been with Puretone for years, bringing knowledge, continuity and a genuine commitment to helping customers across the UK and around the world. Their experience and loyalty play a vital role in maintaining the personal service and flexibility that define our business.

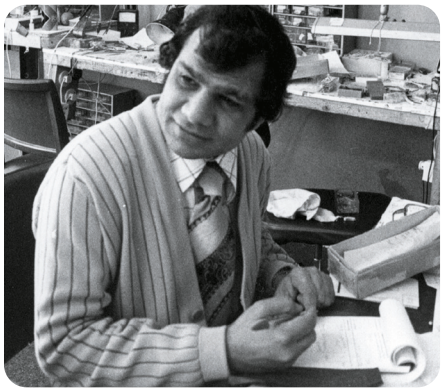
What sets us apart is not only what we supply, but the people behind it.



15 Years
Average Staff Service

40+
Permanent Team Members

UK
Family Run Business











The Beginning

Since 1976, Puretone has grown through trust, service and strong family values.

Puretone was founded in Tonbridge, Kent by Jay Choudhry with a clear belief that personal service, dependable products and trusted relationships would always matter.

What began as an independent family business has grown steadily over five decades into a respected name within hearing care, supporting customers across the UK and around the world.

Founder Jay Choudhry's dedication and contribution to the industry were recognised with the award of an OBE, a proud milestone in both his career and the company's history.

As the industry has evolved, Puretone has continued to adapt, investing in new opportunities, expanding its capabilities and responding to changing customer needs, while staying true to the values that shaped the business from the very beginning.

Today, those same principles of hard work, reliability and doing the right thing continue to guide everything we do.



"Honesty, trust and personal service is the key to success."

Jay Choudhry OBE
Puretone Founder

What We Offer

Trusted products, practical solutions and dependable support for modern hearing care

Puretone provides a broad range of products and solutions designed to support modern hearing care across clinical, professional and international markets. From essential supplies to advanced systems and custom technologies, our range is built around reliability, performance and long-term support.



Audiological Equipment

Accurate and dependable audiological diagnostic solutions, from **Audiometers** and **Tympanometers** to **Sound Booths** and specialist **Testing Equipment**.



Hearing Protection & CENS

Advanced custom **Hearing Protection**, including **CENS digital** and **Filtered Solutions**, combining comfort, performance and modern technology.



Hearing Care Essentials

Essential hearing care supplies, from **Batteries**, **Tubing & Tips** to **Hygiene Products** and **Examination & Impression** taking consumables.



Specialist Clinical Equipment

Products supporting **Tinnitus Therapy** and patient care, **Wax Removal** procedures, and **Manufacturing** and **Ear Lab Equipment** and consumables.



Advanced Hearing Systems

Reliable **Hearing Systems** and **Assistive Listening Solutions** supplied to international partners across professional hearing care markets.



Professional Audio & Communications

Professional custom **In-Ear Monitors** for live performers, alongside **Presenters Earmoulds** and **Covert Inductive Earpieces** for discreet communications.

Support You Can Depend On

Experienced support, practical help and dependable service supporting hearing care professionals every day

Puretone supports customers with more than just products. From servicing and calibration to stockholding, logistics and technical support, our experienced team provides practical assistance and dependable support across hearing care environments.

Servicing & Repairs

Puretone provides expert servicing and repair support for a wide range of audiological equipment and hearing care systems. Our technical team helps maintain performance, minimise downtime and extend product life.



Calibration Services

Our calibration services support clinical accuracy, compliance and reliable testing performance, helping customers maintain confidence in their equipment across hearing care environments.



Stockholding & Distribution

With extensive stockholding across products, accessories, consumables and spare parts, Puretone provides dependable availability and efficient distribution throughout the UK and international markets.



Technical Support

Our knowledgeable team provides practical technical support across diagnostic equipment, hearing systems and specialist hearing care solutions, helping customers find dependable solutions to everyday challenges.




Digital Hearing Systems
Tinnitus Devices
In-Ear Monitors
Earmoulds
Tel: 01634 719427


puretone
Established 1976
Communication Systems
Audiology Equipment
Hearing Protection
Accessories
www.puretone.net
CENS
DIGITAL
Hearing Protection
Reception
Reception
9-10

Family Values

Three generations, one commitment to doing things the right way.

For 50 years, Puretone has been a family run business built on trust and customer care. Today, three generations of the Choudhry family uphold the values that define Puretone: personal service, dependable support, long term relationships and a commitment to always putting our customers first.



"Puretone is a family legacy that I am incredibly proud to be part of. My ambition is to build on the foundations laid by my grandfather, mother and father, ensuring the business continues to thrive for future generations."

Layla Choudhry BSc (Psychology), MSc (Marketing)
Marketing & Sales Executive

Long Term Thinking

Decisions made with relationships, reputation and the future in mind

Doing Things Properly

A hands-on approach built on care, quality and attention to detail

Generations of Care

Values passed down and carried forward through three generations



Timeline

From family beginnings to a trusted international partner.

1976

In **1976**, Puretone was founded in Tonbridge, Kent by Jay Choudhry, built on a belief in personal service, trusted relationships and dependable support.

1980s

Puretone began production of custom made hearing protection, and in **1987** relocated to Henley Business Park, expanding capability and supporting growing demand.

1990s

The business continued to grow across the UK, and in **1995** Baz Choudhry joined the company, helping lead the next chapter of family leadership.

2000s

In **2004**, founder Jay Choudhry was awarded an OBE in recognition of his contribution to the industry. In **2006**, CENS digital was launched, marking a major step in product innovation.

2010s

Puretone strengthened its international presence, and in **2017** reached customers in more than 90 countries worldwide through trusted global partnerships.

2020s

In **2021**, Puretone expanded into an additional premises to support future growth, and by **2024** the team grew to more than 45 employees.

2026

Puretone celebrates 50 years of trusted service, while Layla Choudhry joins the business, representing the third generation of family involvement.

The Future of Puretone

An independent UK business supporting hearing care for over 50 years

Puretone is a long-established, independent business built on strong relationships, practical thinking and a commitment to doing things properly. From our base in the UK, we support hearing care professionals, organisations and partners with reliable products and dependable service.







Over time, the business has grown in scale and capability while maintaining the values that shaped it from the beginning. Our approach remains focused on consistency, responsiveness and long-term partnership.

Today, Puretone operates across multiple areas of hearing care, supplying customers in the UK and internationally, supported by continued investment in people, systems and infrastructure.



"We've grown by staying honest, working hard and looking after our customers"

Baz Choudhry RHAD MSHAA
Managing Director



"What I like about Puretone is that we're always looking for a way to help. If a customer has an issue, we do our best to find a solution."

Yvette Loach
Sales Supervisor



"It's great to work somewhere that values ideas and lets you make a difference."

Bradley Ambrose
Lead Graphic & Web Designer

Our Values

The principles that guide how we work and how we support our customers.

For 50 years, Puretone has built its reputation through consistent service, trusted relationships and a practical approach to helping customers succeed.

The values that shaped our business continue to guide how we work every day.



Performance

Striving for excellence in innovation, functionality and efficiency in our products



Empathy

Making sure we truly understand our customers, to anticipate and support their needs



Dedication

Always prepared to go the extra mile for our customers and distributors



Agility

Able to respond quickly to new ideas, and to industry and customer expectations



Passion

The desire to do our best, to continuously move forward and enjoy what we do



Integrity

Always honest, trustworthy, ethical and genuine in every decision we make

Industry Recognition

Industry recognition earned through quality, innovation and long-term commitment.

Over the years, Puretone has earned recognition through consistent service, trusted partnerships and a commitment to high standards. Our reputation has been built not only on what we supply, but on how we support customers and represent the brands we supply.



In 2004, Puretone founder Jay Choudhry was awarded an OBE by Her Majesty Queen Elizabeth II in recognition of services to the Hearing Aid Industry and to Businesses in Kent. It was a proud moment for Jay and the company, reflecting decades of dedication and hard work.

Jay's leadership helped shape Puretone into a respected independent business built on trusted relationships, quality products and dependable service. His commitment to customers and long-term growth established values that continue to guide the company today.

More than a personal honour, the award recognised the impact Puretone had already made within the industry and wider business community. It remains an important milestone in our history and a source of pride today.







Export Excellence

Recipient of the **Queen's Award for Export Achievement**, **Kent Exporter of the Year** and **Chamber Awards** export recognition.

Business Awards

Recognised with **Kent Business Personality of the Year** and **Medway Business Awards Business of the Year** multiple times.

Industry Success

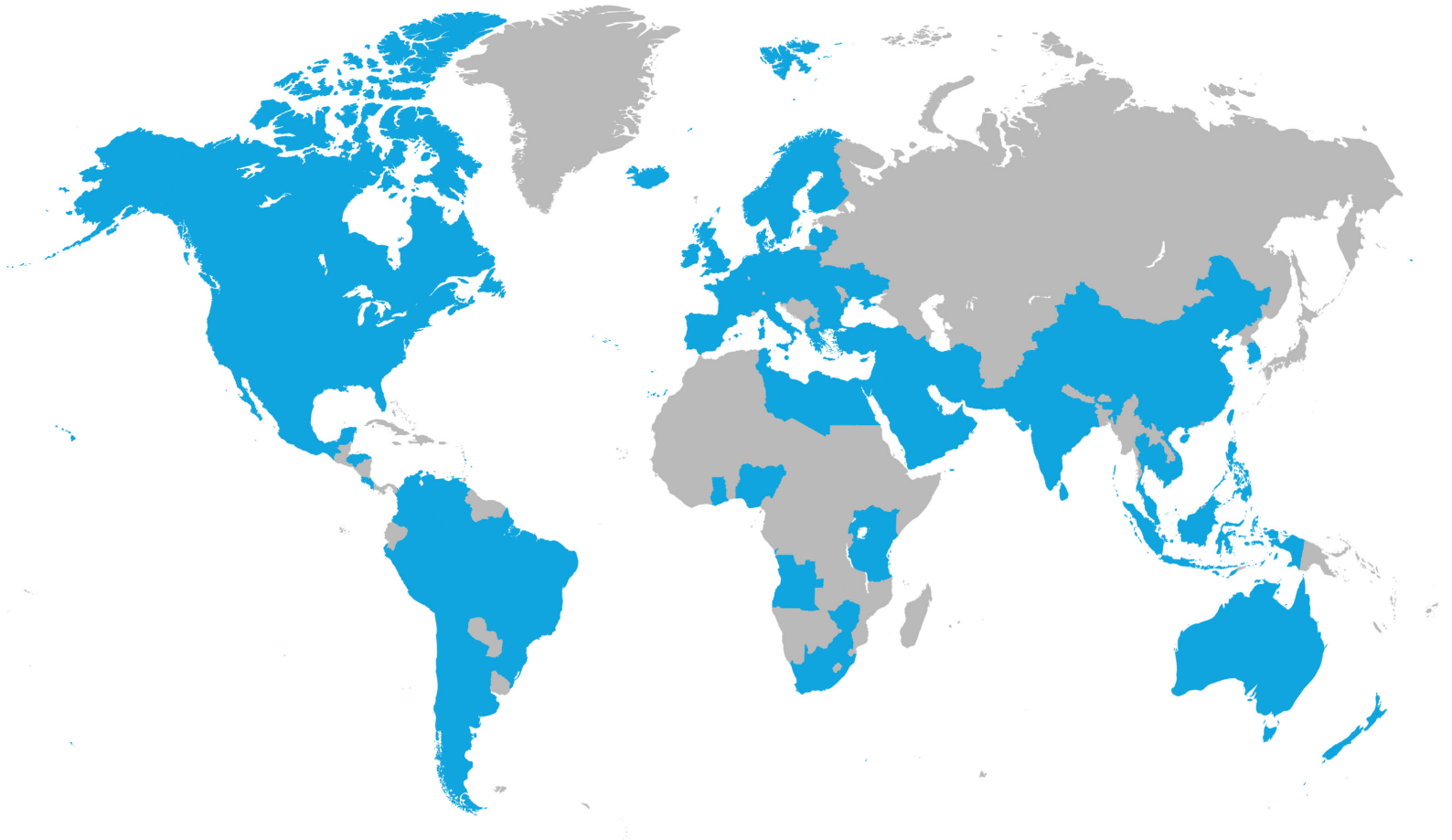
Awarded **Best Accessory Provider** over 12 times, reflecting trusted service and recognition from AIHHP members.

Global Reach

Supporting customers across the globe with dependable products, personal service and long-term partnerships.

Puretone is proud to support customers in more than 90 countries worldwide, supplying trusted products and specialist solutions to distributors, professionals and organisations across international markets.

From established markets to emerging opportunities, Puretone continues to grow its international presence while delivering the same personal service that has defined the business for 50 years.



90+
Countries Supplied

500+
Outlets Worldwide

UK Based
Trusted Globally

Innovation with Purpose

Practical innovation supporting the evolving needs of hearing care professionals

Puretone continues to invest in products, systems and specialist capabilities designed to support the future of hearing care. By combining practical experience with ongoing development, we remain focused on delivering reliable solutions for customers and professionals worldwide.







From advanced hearing protection and custom manufacturing to evolving technologies and technical expertise, innovation at Puretone is always focused on practical benefits, dependable performance and long-term customer support.

Innovation — Continual investment in products, systems and specialist hearing care solutions.

Development — Custom manufacturing and technical expertise supporting quality and reliability.

Future Focus — Evolving alongside customers and the changing needs of modern hearing care.

Why Choose Puretone

A trusted partner built on relationships, experience and dependable service.

For 50 years, Puretone has earned the trust of customers through reliable service, knowledgeable support and a flexible approach that puts relationships first.

As an independent family-run business, we combine personal service with genuine capability, helping customers across the UK and worldwide with confidence, while making business easier through dependable support and practical solutions every day.



"Our focus is simple: look after customers, stay flexible and deliver reliable service."

Akif Choudhry
Business Development Manager



50 Years
Of Trusted Service



90+
Countries Supplied



1750+
Products Available

Connect with the Puretone Team

Scan to contact our team or learn more
www.puretone.net/contact

50 Years of Puretone

Let's discuss how Puretone can support your business.

Connect with our team | www.puretone.net/contact

50+ Years of Industry Knowledge

1,750+ Specialist Earcare Products

Friendly UK Support Team

Proven Solutions for Primary Care

Fast Dispatch from UK Stock

Shop Online 24/7

Register as a hearing professional at
www.puretone.pro
For exclusive trade prices!

Shop our retail range at
www.puretone.shop
No login needed

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