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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

 Press Release

**Genelec chosen as Finland’s Brand of the Year**

**Iisalmi, Finland, July 2023….**Genelec – the global leader in professional loudspeaker systems – is delighted to have been chosen as Finland’s Brand of the Year. Organised by Finland’s [Chamber of Commerce](https://kauppakamari.fi/en/), the annual competition is focused on fostering Finnish brand expertise and long-term brand development work, with the results being announced during the recent Great Brand Day at Helsinki’s Music Centre.

With a shortlist that also included the celebrated Finnish brands Lumene, Niemi and Siili, an expert jury of brand and intellectual property professionals evaluated many criteria – including brand story, customer experience, innovation, intellectual property protection, communication strategy, brand book and brand image. Additionally, members of the Finnish public were also able to play a part in the shortlisting process by nominating their favourite brand.

“The [Genelec](http://www.genelec.com/) brand is built on the company's core values and is based on competence and enabling people to flourish,” comments Marja-Leena Mansala, chair of the Brand of the Year jury. “The uniqueness and continuous renewal of the brand are driven by research, innovation and IPR, as well as the commitment of its personnel. Sustainability is just as important to the company as sound quality and profitability, and through its uncompromising operations, Genelec has grown into an internationally recognised brand."

Genelec Managing Director Siamäk Naghian adds: “We’d like to thank the award organisers, the jury and the public, and we’re delighted to share this accolade with all the employees and partners that have helped us over the last 45 years – as well as the many customers that have continuously inspired us to innovate. Based here in the small Finnish town of Iisalmi we’ve always remained focused on our original goals, and we hope that we’ve shown how hard work and belief can create a truly market-leading global brand – no matter how humble the origins!”

For more information, please visit [www.genelec.com](http://www.genelec.com) and [www.kauppakamari.fi](http://www.kauppakamari.fi)

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***About Genelec***

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

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