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Press Release

Sustainability at the heart of new Genelec RAW loudspeakers

Iisalmi, Finland – April 2020.....Genelec – the global leader in professional loudspeakers – is now offering customers the option of a special RAW aluminium colour finish, available on a selection of the most popular models in its Studio, AV and Home Audio ranges.

All the models feature the timeless Minimum Diffraction Enclosure (MDE) design, developed by Genelec in close collaboration with leading industrial designer Harri Koskinen, and fashioned from recycled aluminium. The RAW versions require no painting and less finishing material than standard painted models – creating an even more environmentally friendly loudspeaker that allows the natural beauty of the enclosure’s raw aluminium to shine through, and gives each individual loudspeaker a unique look and feel.

The models available are all two-way designs, and include the 8020, 8030 and 8040 nearfield studio monitors, the 4020, 4030 and 4040 installation loudspeakers, the new 4420 and 4430 Smart IP loudspeakers and the G Two, G Three and G Four home audio models.

Genelec’s original use of aluminium enclosures dates back to 1996 with the launch of the 1029A nearfield model, with the distinctive curves of the revolutionary diecast MDE design finally achieving worldwide recognition when the 8000 series was unveiled in 2004. By eliminating edge diffractions, the MDE delivers incredibly flat frequency response, precise imaging and unparalleled acoustical performance. The slimline enclosure is elegantly cast and beautifully finished to produce an extreme rigid structure with large internal volume – thereby extending the frequency response while simultaneously reducing resonances and thus the quantity of internal damping material required.

Over the years the MDE design has made possible an extensive range of custom paint finishes, but with the announcement of the new RAW option, Genelec is confident that customers will be attracted to the idea of investing in an endlessly recyclable Genelec loudspeaker that is itself largely created from recycled beverage cans and automotive parts – but is now even kinder to the environment.

Genelec Managing Director Siamak Naghian comments:

“We have been trialling the RAW finish for an extended period of time, gauging customer response while fine-tuning the production process. Although we were driven by the desire to offer a loudspeaker option with even greater sustainability credentials, it quickly became clear that customers across all market segments also loved the ‘industrial’ design aesthetic that RAW

represents. We hope the audio community will agree that our RAW loudspeakers sound exceptional, are beautiful to look at – and are better for the planet too.”

For more information, please visit www.genelec.com/RAW

About Genelec

Since the founding of Genelec in 1978, professional loudspeakers have 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 loudspeakers. Over forty years later Genelec loudspeaker 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 reproduction.

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