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Press Release

Genelec continues sustainable growth with advanced factory expansion

Iisalmi, Finland, February 2020.....Genelec - the global leader in professional audio monitoring - has signalled a new era of sustainable growth with the opening of a brand new extension to its lakeside factory in Iisalmi, Finland. Utilising the latest technologies, the extension will significantly increase the space, flexibility and efficiency of the company's warehousing and logistics operations, while ensuring that the entire facility is now powered exclusively by sustainable sources including solar, wind and hydroelectric energy.

For over four decades Genelec has consistently followed a path of sustainable development and environmental responsibility, and has made recycled materials, low energy consumption and long product lifespan central to its design philosophy. The current factory by Porovesi Lake in Iisalmi was built in 1985 with an architectural design that complements its beautiful natural surroundings, and was designed to significantly reduce energy wastage through its use of heat recovery and generous insulation of walls, ceiling and windows. The factory moved from oil to a combination of wind and hydroelectric energy supply many years ago, and the new extension now brings solar energy to the mix courtesy of over 450 roof-mounted solar panels which will supply 30% of Genelec's annual power.

The expansion project was managed by Genelec Development Engineer Annika Hujanen, and provides almost 2000 sq.m of floor space for warehousing and logistics alone, with considerable additional space for customer support offices, a centralised automation control centre and efficient waste processing. In keeping with Genelec's environmental policies all architects, designers and contractors were chosen for the project based on both their sustainability credentials and their close proximity to Iisalmi, resulting in less travel, better material logistics, and reduced waste and CO2 emissions. The expansion also enables consolidation of Genelec's external warehouses, offering further improvements in the efficiency of material flow, lean manufacturing and reductions in waste and power consumption.

Commenting on the project, Hujanen explains:

"We take our responsibilities to the local community very seriously, so we were really excited to see all the people involved joining forces with us to contribute to the eco-system here in Iisalmi in a sustainable and innovative way. The work was completed on time, on budget and to a fantastically high standard. We're really proud of what the entire team has achieved."

Genelec Managing Director Siamak Naghian adds:

"For over four decades, total quality and sustainability have been core principles of Genelec's philosophy. The company has strategically regarded environmental issues as being equally important as profitability, and while our consistent growth in business has been the catalyst for this factory

expansion, that growth has to be maintained sustainably. Continuing to keep our entire manufacturing base here in lisalmi means that we can always guarantee not only the premium total quality of our products, but also that our entire design and manufacturing process helps to conserve our precious natural resources.”

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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