

CURRENT ECONOMIC CLIMATE FAVOURS BRITISH BRANDS WHICH BENEFIT FROM STRONG DEMAND AND WEAK POUND

Harbeth reports a growing demand for its loudspeakers as more customers look to buy British for reliable, affordable, long-term satisfaction

news
www.harbeth.co.uk

SAM BUSY ON THE PRODUCTION LINE COMPLETING ANOTHER LARGE EXPORT ORDER.

Buy British boom boosts Harbeth

BRITISH products are in increasing demand, and that's official. Harbeth reports not only increased sales around the globe but a continued increase in UK sales through its dealers.

"The factory is not used to this level of demand from the UK", says production chief Andy Sinden. "We've been kept busy with our usual shipments for distributors in over 35 countries and at the same time it is pleasing to see our products being sold in Bournemouth as well as Beijing!"

The popularity of the Harbeth brand is further reinforced by the appointment of a new distributor. Tom Kalina, of Kasaudio in Prague, is now representing Harbeth across the Czech Republic. Full details at: www.kasaudio.cz

"From what we have been told", says Harbeth's owner and designer Alan Shaw, "people are

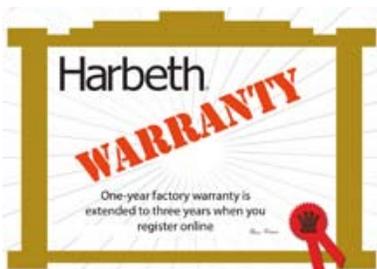
looking increasingly for products which will prove reliable long-term investments, and Harbeth fits the bill. Harbeth's been making hand-crafted loudspeakers for over thirty years and we know that many of founder Dudley Harwood's original models are still in use. That's real customer satisfaction!"

Harbeth prides itself on the fact that its speakers are all serviceable. "Because we use screw-on fronts and backs rather than making snap-together boxes", explains Alan, "Harbeth models are all mendable. And, because we make our own Radial™ drive units in house, we can repair or provide replacements for years and years, increasing the product's durability even further.

Professionals also turn to Harbeth for a long-term solution to loudspeaker monitoring. They appreciate that Harbeth

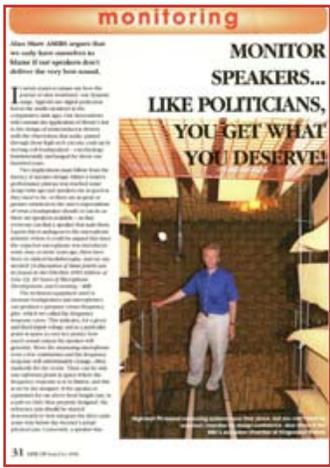
models are reliable and that there is a proven back-up of service and spare parts on call.

With the value of the Pound sterling falling, there is no better time for overseas customers to buy British, buy Harbeth.



THREE-YEAR WARRANTY FOR ON-LINE REGISTRATION

CUSTOMERS who register their Harbeth speakers on-line are entitled to an extended warranty. "The standard factory one-year guarantee is extended to THREE YEARS simply by entering a few details such as the serial number", says marketing man Trevor Butler. "Users just need to go to the products section at www.harbeth.co.uk and click on Owners' Registration. It couldn't be simpler."



Cut corners “at your peril” warns Harbeth designer

Why broadcasters should not cutback on monitors if they really care about sound quality, Alan Shaw tells industry.

DECADES of knowledge into monitor design have been shared with fellow professionals. Harbeth's Alan Shaw has revealed his experiences in an article for the magazine *Line Up*. The three-page feature says that users only have themselves to blame if speakers do not give a truthful reproduction of what the microphone hears.

Alan expresses his dismay at the modern tendency to give more importance to speaker styling than engineering and sound quality.

He warns against choosing a loudspeaker based purely on first impressions or looks, because they are so often reversed by longer term exposure. “As a rule of thumb”, he maintains, “the *less* spectacular, the less razzmatazz, the more conservative the

loudspeaker, the more durable and usable the performance.”

Above all, he advises against selecting speakers with your eyes alone.

In a caution to an industry veering from its BBC roots, Alan is dismayed that speaker designers invest their time and energy in peripheral issues such as styling. “If all that energy were directed towards real engineering the consumer would get a better deal – and one that would last,” he says.

“ Use monitor speakers that are sufficiently neutral...”

ALANA. SHAW

USERS COMMENT

Harbeth in the home

“Just got my first pair of Harbeth Monitor 30s, and have been listening to them all day. They are very nice, with no sign of listening fatigue whatsoever. Compared to my previous speakers they are both more detailed and warm,” says a satisfied Hong Kong user whose set-up is pictured below.

Share your stories of using Harbeths with the User Group. This is also the best way to contact designer Alan Shaw and find out his latest thoughts on a wide range of audio-related matters.
www.harbeth.co.uk/usergroup



GROWING FAMILY

Many congratulations from everyone at Harbeth UK and everyone involved with Harbeth, on the news of the birth of baby Samantha Marie to Walter Swanbon, (Mr. Harbeth USA) and Kristen.

“Little Samatha's already claimed a pair of eucalyptus SHL5s for herself (see picture!)” says Walter.



HARBETH HELPS OUT

IT HAS long been part of the Harbeth philosophy to help those in need whenever it can. Over the years this has included assisting the community around the factory and a plan last Christmas converted some graded cabinets into cash for local charities.

“Occasionally we accumulate cabinets that fall below our cosmetic and constructional A1 standard”, explains PR man Trevor Butler.

“Keen to find some way that these B-grade cabinets could generate money for local charities, we offered User Group members these speakers and earmarked the entire profit for good causes locally.

Among those who took advantage of the offer was Denis Moreroft of DNM who purchased a pair of ‘charity’ M30s and now uses them in his demo room as the perfect partner for his world-beating amplifiers.

Harbeth working in the community came into its own when Alan was able to present a cheque to the local policeman. In his spare time PC Geoff Bennett (pictured) runs the local Scout troop. Unfortunately the Scout hut where the group meets needs rebuilding and every penny they can

raise over the next few years is vital. They need £250,000.

It has been a costly year for Lindfield Scouts because they suffered the theft of some tents and Harbeth is pleased to have helped out with their replacement.

