

# Music is love

*"Music was my first love...and it will be my last" goes the famous song written and performed by Robert Miles. Indeed, to most people music is much more than just a pleasant background noise. Music creates passion and emotions, music may touch heart and soul and transfer you into spheres far away from your every day routine. Yet, clarity and purity of the audio-signal are important pre-conditions for the ultimate audio experience. Hi-Fi-components clearaudio electronic GmbH, located in the beautiful town of Erlangen, Germany, is a renowned provider of first-class audio equipment and has devoted its ambition to the creation of emotional music experiences.*



*from left: The "Triple Hearts" Patrick Suchy, President and owner Peter Suchy and Robert Suchy*

Company founder Peter Suchy is a man with visions who has always been searching for the ultimate. He has successfully turned his own life-principle into the company's philosophy, creating an ethos that may be found in every single product that leaves the company manufacturing facilities. The elaborate portfolio comprises state-of-the-art cartridges, tone arms and turntables, phono-preamplifiers, amplifiers, connectors, cables, racks and an extensive range of accessories as well as audiophile LP music productions.

### A self-made entrepreneur

Peter Suchy who holds a degree in engineering founded the company in 1978. Music had always been his favourite occupation, his passion and his desire. In earlier times, he even used to play the guitar and have his own band. When he bought a top-of-the-range hi-fi-unit from his savings in 1978, he was very disappointed as the system did not deliver the clarity and purity of music he had been expecting. Therefore, he started studying books about the construction and design of loudspeakers and phono-cartridges and soon started constructing audio equipment for private purposes. "After a while, my friends suggested I estab-

### Technical and mechanical masterpieces

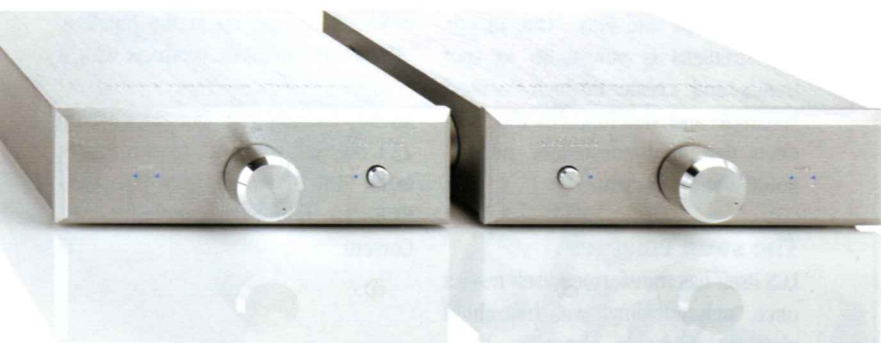
The latest phono-cartridges designed by clearaudio boost another unique feature: "Through the application of specific materials we managed to focus the magnetic flow and therewith achieve a better bundling of the magnetic field which results in a superior listening level," explains Suchy.

All clearaudio products are technical and mechanical masterpieces and convince through the highest degree of craftsmanship and greatest attention paid to every detail. The optimal combination of inspired innovation, technical know-how and experience as well as the latest design techniques reveals a crystal clear audio quality.

"We are active in a niche market where we are the top-player," says Mr. Suchy. "We have an innovative drive that distinguishes us from the competition. However, besides our technical excellence our success is based on our promptness and reliability in delivery. We have hardly any complaints and our customers appreciate our after sales service. If a customer has the same problem with a product twice we guarantee a free-of-charge replacement of the product within 24 hours. We have always been very open and honest towards our customers and



All clearaudio turntables are mechanical and design masterpieces



Components for phono pre-amplifiers are hand-selected and of the highest quality

lish my own business as they thought my products were suitable for trade," remembers Peter Suchy. The company had its breakthrough in 1979 with the development of a unique moving-coil cartridge design. "We were the first to use boron as a cantilever for cartridges," explains Mr. Suchy.

therefore we benefit from a very positive word-of-mouth advertising."

### A business with people for people

Today, the German audio specialist exports to almost 70 countries worldwide, has 38 employees on the payroll

and enjoys annual growth rates of eight to 28%. "Our employees essentially contribute to our success," says Suchy. "We enjoy a very positive and friendly working atmosphere that induces motivation and creativity. In times like these, it is very important to recognise that the people working for you are a decisive competitive factor." Today, Peter Suchy shares management responsibility with his two sons Patrick and Robert Suchy.

At present, the creative team from Erlangen is developing a record player where the bearing has no mechanical contact any more. Advantages of the new system will be the elimination of friction loss as well as of mechanical resonance transfer. "With our new generation of phono cartridges we metrologically proved that we are able

to extract a dynamic of 100 decibel of records," says Suchy. "This is much more than any CD will ever achieve." "Innovation" and "investments" are going to be the future key words at clearaudio. "We will always strive for an even clearer sound in order to deliver the fourth dimension of music – emotions," says Mr. Suchy. ■



Loving music

**clearaudio electronic GmbH**  
**Spardorfer Strasse 150**  
**91054 Erlangen**  
**Germany**  
**phone: +49 9131 5959-5**  
**fax: +49 9131 5168-3**  
**info@clearaudio.de**  
**www.clearaudio.de**