

+AUDIO

+AUDIO adds simplicity to style and substance

Henley Audio announces it is to exclusively distribute +AUDIO in the UK



Above: The +AUDIO THE+RECORD PLAYER – launches in the UK this winter

Oxfordshire | November 2017: +AUDIO the American maker of beautiful sound systems launches in the UK. And in a show of commitment to the British market, the American brand has partnered with Henley Audio (formerly Henley Designs) the UK distributor based in Oxfordshire. Henley, working out of its new state-of-the-art, 20,000+ sq. ft. Didcot hub, brings 20 years of consumer electronics distribution experience, as well as unrivalled enthusiasm for the task in hand.

Ginger Dog Comms, The Werks, 45 Church Road, Hove, East Sussex, BN3 2BN

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The first +AUDIO products to reach the UK under Henley Audio's custody are: THE+RADIO DAB+; THE+RADIO DAB+ Stereo; and THE+RECORD PLAYER. All three perfectly represent +AUDIO's approach to design. Delivering the three Ss – style, substance, and simplicity – the trio eschews pages-long feature lists in favour of a considered approach to the true worth of extras.



Above: The +AUDIO DAB+ radio, also available with a stereo speaker, on sale Nov 2017

THE+RADIO

THE+RADIO DAB+ is first and foremost a radio. Equipped with DAB+ it's prepared for tomorrow's broadcasts as well as today's, plus offers FM, so it has all frequency bases – and UK geography – covered. Simple to use, yes, it's by no means lacking in *useful* features.

Smart device owners can stream audio via Bluetooth, and there is an aux-in for wired connections. The headphone out enables personal listening sessions, while the alarm function let's you know when it's time to head to the shower.

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A lovely touch is the supplied remote control, which when not in use magically (okay, magnetically) attaches to the side of the +AUDIO radio's cabinet. And that cabinet is a thing of beauty. Featuring seamless curves, its minimalist fascia delivers an easy to read display, giving over healthy acreage to the built-in, high performance speaker. Available in five finishes – Cherry, Oak, Rosewood, Walnut, and White – THE+RADIO DAB+ looks adorable everywhere, from homes to hotels.

THE+RADIO DAB Stereo

Stereo. It's a frequently forgotten aspect in many of today's compact music systems, but it remains a hugely involving way to listen to your music. THE+RADIO DAB Stereo gives you the above-described model, but with a matching +AUDIO stereo speaker. The additional speaker doesn't require any power, just connect it using the supplied wire, and you transform your listening experience from mono to stereo. Technology-wise, adding a second speaker is far from rocket science, but the sonic effect is heavenly.

THE+RECORD PLAYER

File +AUDIO's third UK offering under 'lightbulb moment'. Vinyl is well and truly back –that's no longer news – and turntables are as ubiquitous as they are wonderful. But for all of those looking to build a vinyl-based separates system, there is also a verified group of would-be turntable owners seeking a compact, yet premium, all-in-one record player. And, this is where THE+RECORD PLAYER makes its stylish entrance.

Not to be confused with vinyl-scratching all-in-ones currently delivering mediocre performance, this machine houses first-class technology, including a Pro-Ject tonearm and Ortofon cartridge. This 'proper' vinyl tech ensures that your beloved record collection receives the loving care it deserves.

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This player sounds the part, too. Featuring patent-pending technology developed by +AUDIO's Bob Hazlewood – an industry veteran with over 35 years' experience, including time served along famed US designer, Henry Kloss – the chassis houses a powerful sound system, including a 'Wide' mode, which enables significantly wider-reaching sonics than it's fair to expect from a such a modest cabinet footprint.

In addition to looking beautiful and sounding lovely, the Record Player packs some skills. Its first love is vinyl, but you also get Bluetooth for wireless streaming from digital devices. The optical-in connects the likes of TVs, and its USB slot enables vinyl ripping to computer, and also lets you playback audio from a connected computer. The analogue parking space lets you connect a wired source, and the headphone out means you can listen to your records without anyone else knowing what you're spinning. (Hey, we've all got some records that we'd rather not publicly shout about.)

Talented Design Team

Driven by a crack team of audio professionals, with design flair provided by creative lead Alexander Åhnebrink – a graduate of Central St Martins, Alexander's CV counts time with high profile brands, including Walter Knoll, Paul Smith, and Thonet – +AUDIO is the hugely experienced new kid on the block. Under the guidance of the product distribution experts at Henley Audio, the +AUDIO product line arrives in the UK this autumn, adding a touch of elegance to digital radio choices, and presenting a turntable ready to fulfil the wishes of vinyl lovers craving a mix of all-in-one convenience and style, together with separates-challenging performance.

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- The +AUDIO THE+RADIO DAB+ launches this autumn, priced £225.00 (RRP).
- The +AUDIO THE+RADIO DAB+ Stereo launches this autumn, priced £335.00 (RRP).
- The +AUDIO THE+RECORD PLAYER+ launches this winter, priced £799.00 (RRP).

For further press information, including discussing photo-shoot product loans, please contact murdo@gingerdogcomms.com.

To discuss +AUDIO retail opportunities in the UK, please contact simon@henleyaudio.co.uk.



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About +AUDIO

Comprised of passionate music lovers and professionals who span design, engineering, manufacturing and distribution, the +AUDIO is focused on matching the needs and tastes of contemporary audio enthusiasts by crafting high-end audio products that deliver audiophile quality in compact enclosures, with timeless design and intuitive controls.

Unlike other audio companies who simply place their name on off-the-shelf products, +AUDIO designs and engineers its audio products from the ground up, with the finest parts, materials and components sourced from a handpicked group of manufacturers that meet exacting quality standards. The result is durable products designed for your continued musical enjoyment.

About Henley Audio

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Henley Designs Ltd. was formed in 1997 as the result of a management buy-out of Ortofon UK. Operating with only a small team, led by Laurence Armstrong and Nick Fuller, the company quickly flourished and expanded to take on a variety of innovative hi-fi brands. In those early days, the company was able to expand at a time when the hi-fi market was in a state of flux because of the core principle it operated on: quality product, quality service.

That core principle carries through to today, and in 2017 Henley Designs Ltd. proudly turned 20 years old, still fully owned by the two founding members; except now with a team of over twenty employees as well as a dedicated 'pro' DJ division.

To mark the occasion of its 20th Anniversary, Henley Designs Ltd. changed its trading name to Henley Audio, giving both trade and consumers a clearer indication as to what you can expect from one of the UK's leading hi-fi distributors.

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