

Product Announcement

Ortofon Stylus 2M 100

Upgrade further in Ortofon's Centenary year.

Didcot, Oxfordshire – 21st September, 2018

Henley Audio are delighted to announce two more special edition styli are coming to the coveted Ortofon 2M range of moving magnet cartridges. After the earlier release of the Stylus 2M Blue 100 (February 2018), Ortofon have now unveiled the Stylus 2M Bronze 100 and Stylus 2M Black 100 for immediate availability.



The Stylus 2M Bronze 100 and Stylus 2M Black 100 are special edition production runs of the standard stylus models. Featuring the same technical specifications as the original 2M Bronze and Black, respectively, the models are identified by the Ortofon Anniversary logo printed on the underside of the stylus body.

As with the 2M Blue 100, these new styli have been released to incentivise customers to upgrade their audio experience during Ortofon's 100th anniversary year.

With thousands of 2M cartridges sold since the range's introduction, and countless more supplied as standard on high-quality turntables from a multitude of manufacturers the world-over, a full range of stylus upgrades for the range gives the potential to lift or renew the musical experience of thousands customers around the world, and the anniversary models aim to achieve that in the most cost-effective way possible.

Though they boast all the same features as the standard models, the Stylus 2M Bronze 100 and Stylus 2M Black 100 will actually offer customers a saving against the normal replacement stylus price.

Available for (at least) the rest of 2018, while stocks last, there has never been a better time to upgrade your vinyl listening experience with the Ortofon 2M range.



Compatibility and Pricing:

Stylus 2M Bronze 100

Great upgrade for *2M Blue* cartridges.*
Renew your *2M Bronze* cartridge.

£185.00

Save £45.00 against normal price (normal SRP £230.00)

Stylus 2M Black 100

Great upgrade for *2M Bronze* cartridges.
Renew your *2M Black* cartridge.

£300.00

Save £70.00 against normal price (normal SRP £370.00)

Stylus 2M Blue 100 and Stylus 2M Bronze 100 are available now. Stylus 2M Black 100 is available from October 2018.

To find your local specialist Ortofon retailer, visit www.henleyaudio.co.uk

Technical Information:

For technical specifications, visit www.henleyaudio.co.uk/products/Stylus-2M-Bronze-100 or <https://www.henleyaudio.co.uk/products/Stylus-2M-Black-100>.

**Though the Stylus 2M Bronze 100 is an upgrade to the 2M Blue cartridge – it will not give the full performance of a 2M Bronze cartridge. The 2M Blue and 2M Bronze cartridge bodies are the same shape and feature interchangeable styli, but the 2M Bronze body is made from a higher quality material.*

Notes for Editors

Consumer Contact for Publication

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About Ortofon

Ortofon is the world's oldest and most experienced manufacturer of hi-fi pick-up cartridges. From humble beginnings in 1918, Ortofon is a proud Danish company that has grown to become a micro-mechanical powerhouse. Their core principles of responsibly sourced high-end materials, meticulous design and production processes, pristine working conditions and superlative attention to detail are evident in every single product they make.

From the introductory moving magnet OM and 2M ranges, through the Quintet and Cadenza Moving Coil series, all the way up to the Exclusive high-end models like the flagship MC Anna cartridge, Ortofon are devoted to offering true 'accuracy in sound'.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support and warehouse teams in order to offer the full turn-key solution for suppliers. The brands we represent are not only highly-regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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