



A R E T A I

Aug 18, 2022

A breath of fresh Northern Sound – Aretai Contra collection speakers

Aretai brings its Red Dot Award winning Aretai Contra collection speakers to Maison&Objet 2022, Hall 7, stands D104-E103.

All the speakers in the collection – the Contra 350F and Contra 200F floorstanders, and the Contra 100S standmounts have emphasis on very low distortion values leading to exceptional clarity made possible utilizing advanced contemporary drivers and tight tolerance crossover design. In addition to that Contra collection speakers feature qualities rarely found combined in one speaker: a high efficiency, lower than typical bass extension, balanced room interaction, wide soundstage and amplifier-friendly impedance

"We are excited to bring our Contra collection speakers to Paris, they were designed for the most demanding audiophiles and design connoisseurs, and we have been looking forward to this event to share our vision – the sound and design experience with the visitors" said Jānis Irbe, founder and CEO of Aretai, an audio startup from Northern Europe.

In June Aretai Contra Collection loudspeakers were awarded Red Dot Design Award 2022. The Red Dot Awards jury: "The form of the Aretai Contra speaker series reflects its technical qualities in an exemplary manner. In terms of design and sound, the focus is on clarity and precision."

Contra Collection embodies the company's Northern Sound concept, which has been likened to sensory experience of the crisp and vital freshness of a winter morning surrounded by Nature. Lead designer and co-founder Edgars Zvirgzdiņš adds: "Combining distinguished looks and sonic features rarely found in one product, the Contra Collection is the result of our quest for the perfect formula for timeless design and extraordinary sound, manufactured with precision technology and meticulous craftsmanship."

"The endless challenge for audiophiles is to find the combination of source, amplifier and speakers that can reveal the power of music the most convincing and impactful way" adds Jānis Irbe. "Our goal was to challenge the boundaries of what's technically possible. As a result, our speakers allow you to reveal the differences in different amplifiers easily, as well as allowing the music to bloom across your living room within its full dynamic range".

The environmental footprint in Aretai products is kept as small as possible by sourcing FSC certified wood-based components from controllable regrown forests, lead-free RoHS compliant electronic parts and fully recyclable packaging.

With roughly 20,000 submissions, the Red Dot Award is one of the biggest competitions and most sought after design awards in the world. 1955 marked the first year that a jury came together to evaluate the best designs of that era. In the 1990s, Red Dot's CEO Prof. Dr. Peter Zec developed the name and brand of the award. Ever since, the prestigious distinction "Red Dot" has been a seal of outstanding design that is highly regarded internationally.

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Pricing and availability

Aretai Contra collection speakers are available for pre-orders online & through select dealers and distributors worldwide. To find out more, please visit www.aretai.com

Media pack available online

Download from Dropbox folder: <https://bit.ly/3CbQxPZ>

For press inquiries please contact

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About Aretai

Aretai is a High-End audio brand from Northern Europe. Founders have 30 years of combined speaker building and design experience. Their philosophy is built around determination to create products that combine the concept of Northern Sound of truthful, lively sonic performance with bold and timeless design.



ARETAI

NORTHERN SOUND



reddot award
product design 2022