**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec chosen as Finland’s Brand of the Year**

*NATICK, MA, July 5, 2023* — Genelec – the global leader in professional loudspeaker systems – is delighted to have been chosen as Finland’s Brand of the Year. Organized by Finland’s [Chamber of Commerce](https://kauppakamari.fi/en/), the annual competition is focused on fostering Finnish brand expertise and long-term brand development work, with the results being announced during the recent Great Brand Day at Helsinki’s Music Centre.

With a shortlist that also included the celebrated Finnish brands Lumene, Niemi and Siili, an expert jury of brand and intellectual property professionals evaluated many criteria – including brand story, customer experience, innovation, intellectual property protection, communication strategy, brand book and brand image. Additionally, members of the Finnish public were also able to play a part in the shortlisting process by nominating their favorite brand.

“The [Genelec](http://www.genelec.com/) brand is built on the company’s core values and is based on competence and enabling people to flourish,” comments Marja-Leena Mansala, chair of the Brand of the Year jury. “The uniqueness and continuous renewal of the brand are driven by research, innovation and IPR, as well as the commitment of its personnel. Sustainability is just as important to the company as sound quality and profitability, and through its uncompromising operations, Genelec has grown into an internationally recognized brand."

Genelec Managing Director Siamäk Naghian adds: “We’d like to thank the award organizers, the jury and the public, and we’re delighted to share this accolade with all the employees and partners that have helped us over the last 45 years – as well as the many customers that have continuously inspired us to innovate. Based here in the small Finnish town of Iisalmi we’ve always remained focused on our original goals, and we hope that we’ve shown how hard work and belief can create a truly market-leading global brand – no matter how humble the origins!”

For more information, please visit [www.genelec.com](http://www.genelec.com) and [www.kauppakamari.fi](http://www.kauppakamari.fi).

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Photo file 1: Genelec\_Brand\_of\_the\_Year\_PR\_Image\_1.JPG

Photo caption 1: Pictured L-R: Siamäk Naghian, Genelec Managing Director, and Mari Primetta, Genelec Brand Communications Manager, at the Great Brand Day in Helsinki

Photo file 2: Genelec\_Brand\_of\_the\_Year\_PR\_Image\_2.JPG

Photo caption 2: Siamäk Naghian, Genelec Managing Director, speaking at the Great Brand Day in Helsinki

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating over 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900;*

*Web: http://www.genelec.com/.*