

The Insider - Insights from the Industry



With over 30 years of technological innovation, Morel has built up an enviable reputation for design excellence making Morel audio speakers the choice of many in the music industry. It is definitely our pleasure to have Morel's founder, Mr Mier Mordechai, to share with us his love of music that resulted in a company known worldwide for its dedication to providing superb sound quality.

Q: What is so different Morel of 30 years back vs the Morel of today? I would appreciate if this question can be combined with the 5th question: with over 30 years of technological innovation and design excellence, Morel audio speakers are the choice of many of the biggest names in the music industry. In what other directions can our readers and consumers expect to see Morel moving towards in the near future?

A: In 35 years Morel has evolved and made great strides in several fields. As the audio market and consumer behaviour changed so did Morel. In earlier days there were less loudspeaker brands and less customers.

Morel started as a co-operation with talented development people, a good manufacturing capability and its geographically well located. The core value was to manufacture unique high quality products while implementing innovative technology. Since then, Morel has evolved into a mature, well experienced manufacturer, designer, researcher and brand. We do it all. We trust ourselves.

Since 1975, Morel gained enough knowledge to produce the right product, at the right price, adapting to future software and innovative electronics technologies. Morel is gathering its knowledge to lead ahead when improved quality software becomes a standard, and high quality speakers and amplifiers are needed. Be sure Morel will be there.

3.5 years ago we set a clear course to develop our home audio range with new and innovative products.

2010 will see the launching of a new range of car audio speakers, and the expansion of our raw driver selection for our OEM and DIY customers world wide. Morel is as vibrant as ever, with a clear direction and focus on further development that provides new and exciting loudspeakers that offer a special synergy of technology, design and performance.

Q: Along the way, Morel has built up an enviable reputation for technological innovation and design excellence. How does Morel intend to maintain or better your position in the market?

A: I founded Morel in 1975, inspired by my love of music and in pursuit for a speaker sounding good enough as to excite me. Morel evolved into a full-size factory designing and manufacturing the core of its impressive high quality, innovative products.

Morel's other asset is its people. A highly qualified management team is supported by an in house factory, benefitting from a company size that allows responsiveness to market changes and product needs in a quick, efficient way.

Morel's constantly researches new technologies and ideas to deliver the most outstanding loudspeaker performance achievable. Morel's new flagship floor-standing loudspeaker – the fat lady developed along the past 3.5 years by R&D team led by Oren Mordechai, Morel's Executive Vice President. Winner of CES 2009 Design and Engineering Innovations Award, represents a revolutionary convergence of state-of-the-art design, superb craftsmanship and the most advanced

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Morel is developing new home and car audio products utilizing the newest material processing technologies in novel designs, all the while maintaining its renowned legacy for marvelous handcrafted, high quality drive units and speakers. Morel's sound foundation provides our distributor partners great support to further invest in their respective markets. Morel not only delivers outstanding products but provides excellent customer support.

Q: Morel is one of the world's first companies to use Neodymium magnets in its products, what future technologies can our readers and consumers expect soon?

A: Morel's experience shows that developing the highest quality home audio speakers leads to a faster development of top quality drivers. This effects all our product range.

Our extensive investment in R&D has yielded a number of technology firsts, such as the development of double ferrite magnet, neodymium hybrid magnet systems, large external voice-coil structures using Hexagonal-shaped voice coil wires, C.A.R filter, and many more innovative solutions that contributed to our drivers' sonic quality, raising the bar of the industry's parameters.

We continuously research new materials and manufacturing processes to further improve our speakers acoustic performance. Morel has some new projects in process: speaker cabinets made of hybrid materials (composite with wood) all as one piece integrated into one mold, super flat coaxial speakers, unique crossover technologies and more. Morel utilizes its acoustical knowledge to transient the full band width of frequencies through and out of the loudspeakers alighting the need for damping or absorbing materials as introduced and pioneered in the fat lady, Octave Signature 2 and SP-2 speakers.

Q: Morel's systems are sold in more than 60 countries around the globe, including the recent re-launch in North America. Will the company be expanding anytime soon, say like in year 2010?

A: Morel's intensive investment in R&D and marketing efforts worldwide translated into tremendous growth rate over the past years. We always seek new markets and hopefully 2010 will bring greater growth. Currently, Morel is expanding its home audio, developing four new product lines that will be launched within the upcoming year, followed by a new innovative car audio line and some new unique drive units.

Our design philosophy aims at stylish products, able to reproduce music in the most exciting and natural way, coupled with easy installation and unique design and acoustic solutions, ensuring a high value for the customer's investment.