

## **Press Release**

**Ultra-loud, unmistakable & environmentally friendly:**

## **The House of Marley presents hi-fi highlights at the IFA 2017**



Berlin, July 2017 | The HiFi brand **The House of Marley** is one of the most remarkable trendsetters in the industry, because it combines progression and legend in a very special way: It was created by **Bob Marley's** family! Marley's vision of equality, love, and charity is clearly reflected by the production standards at **The House of Marley**, where high-quality speaker systems, headphones and record players are always manufactured using as many environmentally-friendly materials as possible which are attained from a sustainable cultivation and sustainable production. Each product bears the name of a Bob Marley song, and also gives the music legend a monument in a "Roots" design which is typical of the "Marley Movement". During this year's **IFA** which is held from September 1-6, 2017 **The House of Marley** will welcome the visitors in **Hall 1.2 at the trade fair booth 122**. The showcased flagship products include the Bluetooth speakers **BAG OF RIDDIM 2** and **GET TOGETHER MINI**, as well as the novelty Bluetooth headphones **BUFFALO SOLDIER BT**, **POSITIVE VIBRATION 2 BT**, **SMILE JAMAICA BT**, as well as the highly popular record player **STIR IT UP TURNTABLE**, and many additional highlights from Marley.



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A contemporary concept with the appearance of a long-standing vision makes **The House of Marley** a credibly authentic brand. The products distinguish themselves from other products on the market through their beautiful color combinations and a sophisticated design. Thereby, the key focus is less on the expressive extravagance, but rather on the classically beautiful and exclusive designs carried out with high-quality workmanship, which enable the combination of origin (Roots) and future visions (Progression) in a highly appealing manner.



Another important element at **The House of Marley** is the topic of sustainability. Here, the work is carried out with specially developed materials under the motto *"Materials Matter"*. For example, with the mash-like recycled material REWIND™, which consists of recycled hemp and organic cotton combined with recycled water bottles (rPET), which is used for headphones and speakers. Linen, recycled plastics, bamboo and FSC® certified wood are also used.

In addition, **The House of Marley** implements Bob Marley's vision of universal love and respect for nature by promoting projects to promote the environmental protection and find solutions to social problems. For example, in cooperation with the non-profit initiative *"One Tree Planted"*, which controls reforestation programs in North and South America, Asia and Africa (more information at [www.onetreeplanted.org](http://www.onetreeplanted.org)): One percent of each of **The House of Marley** products sold is channelled into this cooperation in order to facilitate the planting of 75,000 trees within the next year.



### The House of Marley IFA 2017 highlights in detail:

The portable audio system **BAG OF RIDDIM 2** (299,00 Euro) revives the ghetto-blaster - but with the appearance of a casual beach bag with an integrated, practical zipper pocket for car keys, money and other belongings, as well as a comfortable carrying strap. With the two 3.5" subwoofers, two 0.75" high-definition tweeters and a powerful amplifier, the Bluetooth speaker delivers a deep bass, and completely balanced sound experience with an output power of 40 watts. With the integrated AUX connection, smartphones and music players can be connected, and even charged via the built-in USB port. In addition to the amazing battery time of up to ten hours, there is also a power cord that can be used as an option. For the detachable carrying case in which the loudspeaker is embedded practically and securely, the REWIND™ fabric developed by **The House of Marley** is exclusively utilized, which also consists of recycled rPET bottles and hemp. The FSC® certified bamboo wood on the speaker completes the look in an elegant and environmentally-conscious manner to create a perfect overall appearance.



The Bluetooth speaker **GET TOGETHER MINI** (149.00 Euro) is slightly smaller and lighter but not any less loud. Two 2.5" woofers and two 0.75" tweeters provide a 20 watt output for a rich sound experience. With a ten-hour battery life, the beautifully designed loudspeaker provides a perfect Bluetooth transmission. Environmental friendliness is of course also a key factor: **GET TOGETHER MINI** is covered in FSC® certified bamboo and recycled REWIND™ fabric. It is available in three colour versions. Other devices can also be charged via the USB port. Control buttons on the top of the sound system guarantee a fast and flexible music enjoyment.







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Sustainable materials combined with a minimalistic design and progressive technology make the **STIR IT UP TURNTABLE** (299.00 Euro) from *The House of Marley* a real gem. Visually, the record player is aligned with the style of the **GET TOGETHER MINI**, and creates a perfect eyecatcher in the living room in combination with it. Like all products from Marley, this record player also consists of recycled and sustainably produced materials. The record player in the retro-look of the Bob Marley era (approx. 1960s - 1980s) is an absolute must-have not only for progressive DJs, but also for those who have remained true to their old record collection: Thanks to the integrated USB connection, every live mix and every record can be easily digitized and thus stored for posterity or uploaded to platforms. The base made of 15 mm thick, FSC® certified bamboo wood, as well as the turntable made of recycled aluminium and the turntable pad made of REGRIND™ silicone, perfectly round off the simple yet strikingly unique design.



If you do not want to miss out on the Marley-style wood design, you will also be very happy with the Bluetooth on-ear headphones **BUFFALO SOLDIER BT** (149.00 Euro). Because its character feature is the natural wood design which is, however, combined with leather here - a powerful combination that helped forge the name of this headphone. The new Bluetooth headphone is also very enduring: Its battery gives it an operating time of up to 16 hours. The sound signature is transmitted powerfully by the 40-millimeter oscillating coil driver. The robust yet lightweight headband is made of a leather-padded linen band, which ensures a great comfort. Ear cups, upholstered with high quality leather, made of FSC® certified wood, linen and recyclable aluminium, are not only super-comfortable, but also isolate external noises. The mix of woody retro design and a cool leather appearance, as well as the use of environmentally friendly, sustainable materials represent the "**Live Marley**" lifestyle (#LiveMarley) in a perfect manner.



If you want even more freedom and a boundless sound, the Bluetooth headset **POSITIVE VIBRATION 2 BT** (79.99 Euro) is the perfect companion! The cordless on-ear has a battery life of ten hours, a control panel directly on the headphone, and it can also be used as a hands-free unit thanks to an integrated microphone. If required, a plug-in multi-colored 1.30 meter cable can be used instead of Bluetooth on the **POSITIVE VIBRATION 2 BT** (top image series). In addition, it offers the same technical and environmentally-friendly basic technical characteristics of its wired brother, the on-ear headphones **POSITIVE VIBRATION 2** (49.99 Euro, middle and lower picture series) only without the Bluetooth function: 50 millimeter vibrating coil driver, recyclable aluminium and stainless steel, a durable, comfortable REWIND™ cover on the bracket as well as comfortable ear cups made of soft synthetic leather.



Unlimited music enjoyment and maximum (freedom of movement) - these Marley values are more than reflected by the new Bluetooth variant of the In-Ear bestseller **SMILE JAMAICA**: The Bluetooth In-Ear Headphones **SMILE JAMAICA BT** (59.99 Euro) delivers a battery life time of eight hours. Its 9 millimeter oscillating coil drivers and the comfortable silicone earplugs in the sizes S and M ensure a great sound insulation, crystal-clear sound and a perfectly adapted rich bass. The visually stunning, elegant case is made of FSC® certified wood and recyclable aluminium. The headphone is sturdy and ultra-comfortable thanks to a very light neckband. At least as convenient is the handling of the 3-button control panel on the bracket with microphone (hands-free talk function). The braided cable also reduces cable clutter and noise - and is a delightful eye-catcher in the typical Marley-style. The **SMILE JAMAICA BT** also adds a considerable touch of summer to the upcoming winter season with the model variants "Signature Black", "Copper", "Denim" and "Brass" (upper left, down right).



**The House of Marley** on the  
Internet: Shop | [www.marley-sound.de](http://www.marley-sound.de)

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