



**MARTÉN**

20<sup>th</sup> ANNIVERSARY · 2018

**MUSIC IN THE BLOOD.**

**CELEBRATING OVER 20 YEARS OF MARTÉN.**

EST  
**MADE IN  
SWEDEN**  
1998



## FROM MÅRTEN TO MARTEN.

Marten was founded by Leif Mårten Olofsson in Sweden in 1998. The company has always been a family business and is still run solely by Leif and his brothers, Jörgen and Lars Olofsson.

For the Olofssons, music was a part of life and the evidence of this goes back generations.

Leif's grandfather Josef Olofsson, who lived in the quiet town of Lidköping, built violins using Stradivarius as a benchmark, in the early 1900's. An instrument that was also played by Mårten Larsson, his maternal grandfather.

Today, Jörgen Olofsson still plays drums in Gothenburg's oldest Blues band.

The company is named after the brother's grandfather.



1963

## BORN IN TO MUSIC.

Leif Olofsson is born, second child to Rolf and Evy Olofsson.

His father and mother met in Lidköping in the 1950's. Whilst his mother played piano in the family home, his father sang in choirs.

There was always music in the house.



1982

## DEGREES OF SUCCESS.

After Leif gets his degree in electrical engineering, he starts a career in kitchen design. On the side he continues his real passion - speakers.

Developing designs which are formative sketches for what would become Marten speakers, this was something burning inside him that would never die down.

## LIFE IN STEREO.

1994

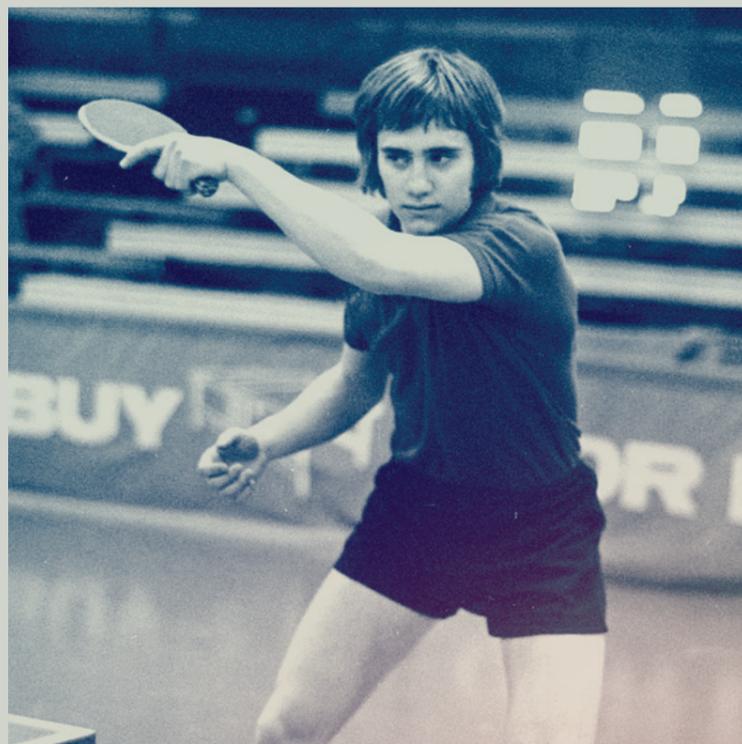
Leif enters a national speaker competition. He doesn't win, but comes a respectable third, proving that he has something. He has a natural aptitude, but also the drive to create something that needs to exist.

All he needed was an opportunity.

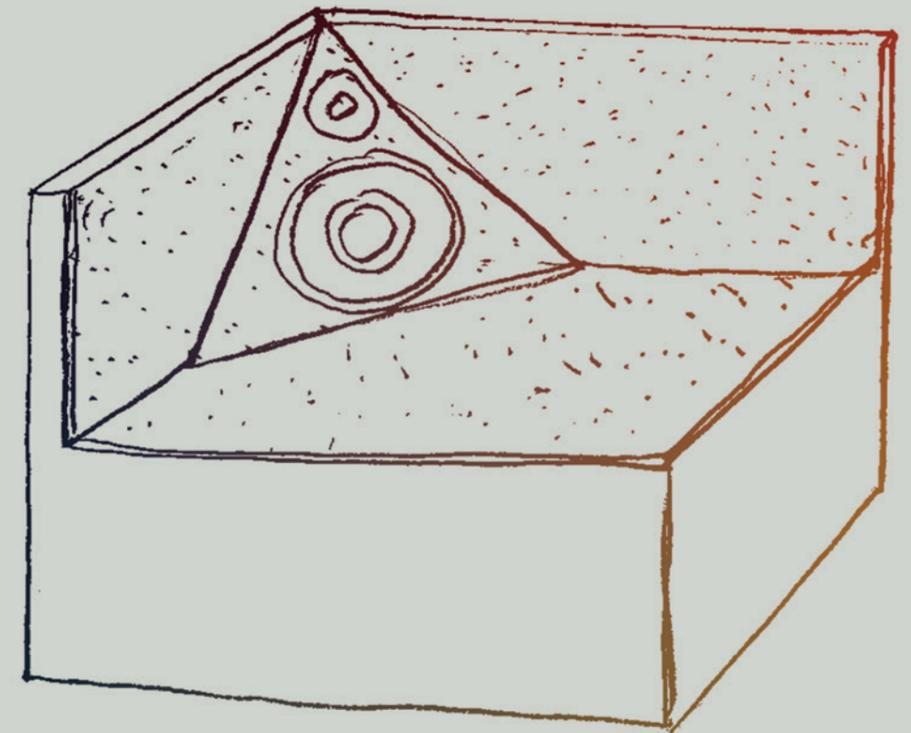
## THE RISE OF HOME STEREO AND PING PONG

As a teenager, Leif starts designing and building his own speakers in the family home. He gravitated towards this craft. It was the 70's and every Swedish home had a stereo and a ping pong table. These were trends, but stereo would prove to be longer lasting.

1975



Stellan Bengtsson. Photo credit: Hans Peters, Anefo

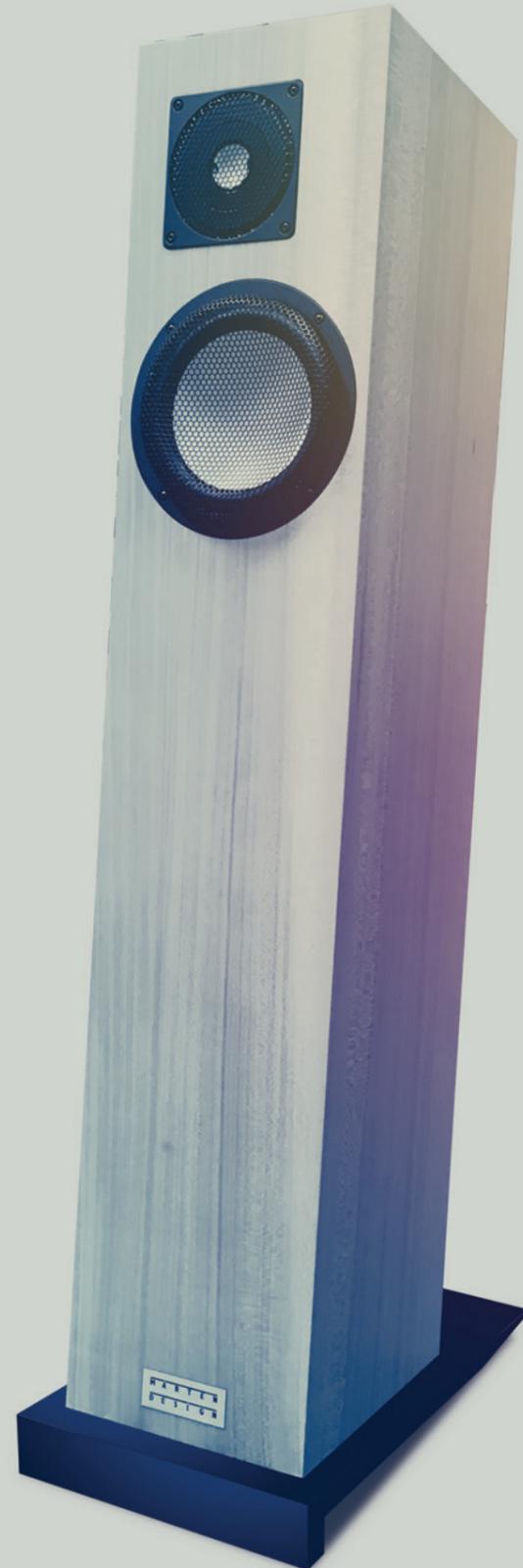


# MINGUS IS THE FIRST BORN.

Four years later Mingus is created.

By combining ceramic tweeters and mid-range drivers with his cabinet construction, Leif hits upon a winning formula.

Mingus is the first production speaker for Marten and is built in the family's hometown, Lidköping. It's a milestone which cements the beginnings of the company.



MINGUS (2 WAY FLOORSTANDER)

1998



# NATIONAL RECOGNITION PUSHES THINGS FORWARD.

Monk is the speaker that sparks national interest. Marten has something to say and Sweden is listening. The use of ceramic units in Monk, as with Mingus and the first Miles speaker is a move that gains the company recognition across Sweden.

2000

MINGUS 2 (2 WAY FLOORSTANDER)  
MONK (2 WAY STAND SPEAKER)

2003

# SOME SAY BECOMING A MASTER TAKES 10,000 HOURS.

By this point, if Leif had only spent an hour a day creating speakers he would certainly have passed his master test. If there was any doubt, he employs a passive crossover with a 3-way speaker in Coltrane; the model and series that would lead Marten and define the way their speakers are built. It debuts to international success at CES, Las Vegas.

COLTRANE (3 WAY FLOORSTANDER)  
MILES 3 (2 WAY FLOORSTANDER)



# THE JOURNEY MOVES EAST.

As Marten gains international success, Chang Lee-Ming of Soundray, joins the family as distributor for China and Taiwan. His experience guides the relatively young company in international territory.



2003

COLTRANE ALTO (3 WAY FLOORSTANDER)

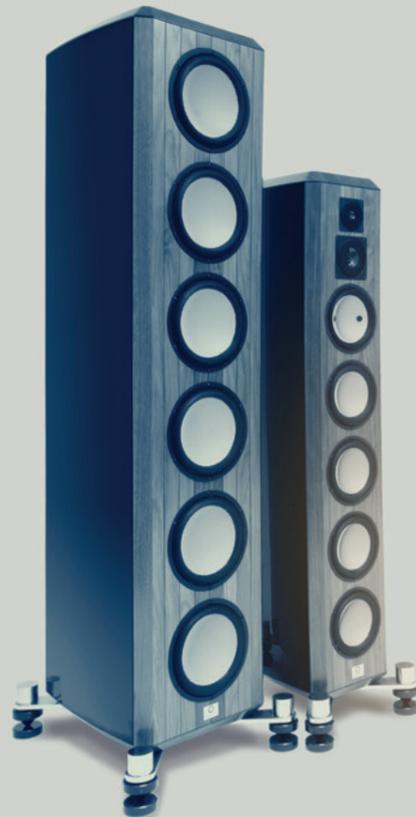


2006

# COLTRANE MAKES A STATEMENT.

Marten takes the lead on the Swedish Statement project: an opportunity to combine the best of Swedish high-end audio at CES, Las Vegas.

With eyes on an international market, Marten premieres Coltrane Supreme as their part of the system, alongside Jorma Design and other Swedish brands.



COLTRANE SUPREME (4 WAY WITH ACTIVE BASS TOWERS)



2012

# DJANGO. UNCHAINED.

Released on to the worldwide stage, Django is a powerhouse built at a lower price point.

Django is an experiment. A chance for Marten to shake things up and see what they can do. It's success is a testament to changing up a gear and pushing design boundaries.

In that spirit, they update the entire Heritage series. Using the same classic design as the original Heritage models, Marten overhaul the series with a more refined interior.

DJANGO XL (3 WAY FLOORSTANDER)

# WORKING TOGETHER.

Marten works with valued collaborators, Dirk Vaehsen and the Accuton team to develop new technology.

2013



COLTRANE TENOR (3 WAY FLOORSTANDER)  
DJANGO L (3 WAY FLOORSTANDER)



2014

2016

MINGUS QUINTET (3 WAY FLOORSTANDER)  
SUPREME SESSIONS 2 (CD, RECORDED AT MARTEN STUDIOS)

## NEW BEGINNINGS.

Marten moves to new premises to include production. For the first time everything is in the same place, allowing for seamless integration.

Anders Bäckström, Senior Production Manager and the first Marten employee, helps make this transition a reality.



## MUSIC COMES FULL CIRCLE.

Music has always driven the design of Marten speakers - they wanted to deliver music as it was recorded.

In the Summer of 2014, they create their own recording studio and bring live music to their offices in Gothenburg.

With reference model, Coltrane Supreme 2 in mind, they design a dual microphone studio. Marten's first recording album, Supreme Sessions, closes the loop between live music and the home listening experience.

Coltrane Supreme 2 is the first speaker to use Cell drivers combined with a first order crossover, leading a new direction in Marten's design strategy.



COLTRANE SUPREME 2 (5 WAY FLOORSTANDER + PASSIVE RADIATORS)  
SUPREME SESSIONS 1 (CD, RECORDED AT MARTEN STUDIOS)

## OLD FRIENDS.

2017

Jorma Design is inherited by Marten.

Since 2005, Marten have used Jorma Design cables. Today, all models use these industry leading components.

After a long-standing relationship with the owner and company, Marten were proud to take the company forward after the passing of Jorma Koski.



COLTRANE TENOR 2 (3 WAY FLOORSTANDER)

2018

# TWO STRONG DECADES.

To celebrate its 20th anniversary, Marten release a special edition of Mingus, the first production speaker.

Mingus Twenty is a speaker built on ambition.

In 1998, Chief Designer Leif Olofsson designed the original Mingus. It represented much more than a single product, it was the foundations of something that would grow. Something that needed to exist.

From his grandfather Josef, making violins in their hometown, to his brother Jörgen playing drums at Blues gigs in Gothenburg today, there has always been a strong bond with music.

This tradition is continued by Marten now and in to the future.



MINGUS TWENTY (3 WAY FLOORSTANDER)  
COLTRANE MOMENTO 2.4 WAY FLOORSTANDER + PASSIVE RADIATORS

EST  
**MADE IN  
SWEDEN**  
1998

Find out more at [marten.se](http://marten.se)