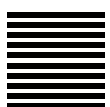
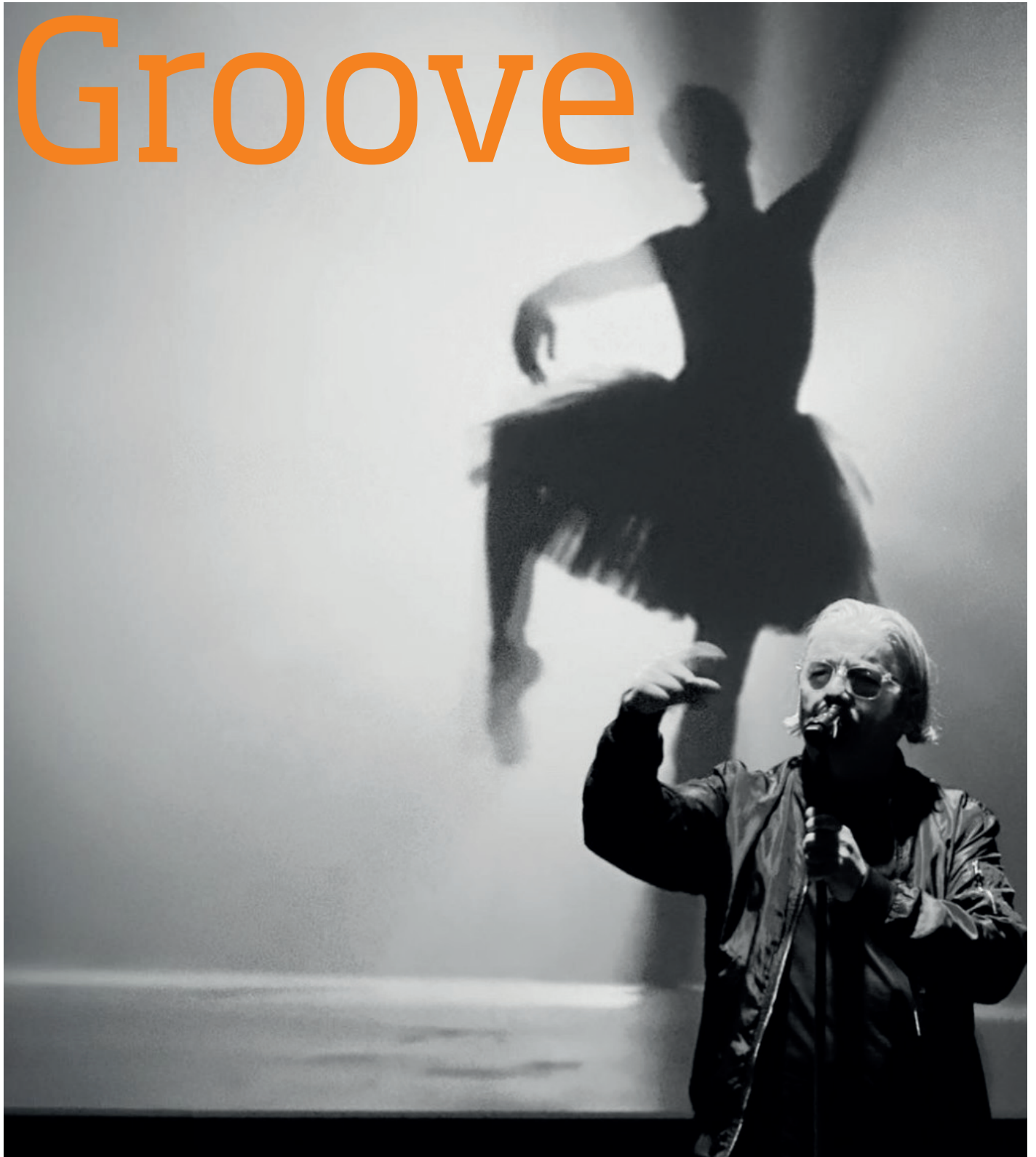


December 2024

# In the

Volume 3

# Groove



VERTERE™



[vertereacoustics.com](http://vertereacoustics.com)

# Focus on the fundamentals

Build your system on firm foundations. It all starts with Vertere cabling.

The first suite of products produced by Vertere were not record players. They were high performance cables. Why? In the words of Touraj Moghaddam, "You have to start with the weakest link in your chain."

With a range of performance options available, music lovers of all stripes can build a system with robust fundamentals at its heart.



## Vertere HB Cabling

Vertere Pulse-HB Hand-built Cable System is our absolute reference, striving for absolute integrity of signal transmission.

A comprehensive, no-compromise suite of cables for every function in your system - from tonearm to mains power, and everything in between.



## veRum Cables

Get as close as possible to HB reference. Built to fastidiously high standards, veRum delivers neutrality, dynamics, and even handed performance.

veRum tonearm, interconnect, and speaker cables are all capable of raising the stakes of your listening to whole new levels.



## veRum Solo Cables

The Vertere veRum Solo cables are high-performance analogue tonearm and interconnect cables, closely mirroring the design and sonic excellence of Vertere's flagship Pulse-HB series.

Manufactured with precision in Europe, these cables feature silver-plated high-purity copper multi-stranded wires insulated with FEP dielectric, ensuring exceptional signal integrity. The veRum Solo includes two veRum cables and a separate special ground/power conductor set, providing comprehensive connectivity solutions for music lovers seeking superior audio reproduction.



## Redline Cables

Built to the same fundamentals-first philosophy as all our cables, Redline combines affordability with exceptional Vertere performance.

Redline cable systems cover signal and power for every piece of your system - including digital components.

# Welcome to Volume 3 of In The Groove!



It scarcely feels possible that another full trip around the sun has passed by since Volume 2 was released last December. It has been a remarkably busy year for us here at Vertere - one that you will find serialised throughout the pages of this magazine.

The year began with the first of two new and seriously exciting Vertere Records releases. In February, Joe and JJ from CAEZAR introduced us to their new record, HOME, before Will McNicol's latest album 'Will McNicol With Innotet: Vol. 2' followed in the summer. You'll find a full 2024 round up for both these wonderful albums, and news of another incoming Vertere Records release, on Page 14.

This year also marked the start of our new partnership with The Vinyl Factory - with Vertere Records vinyl now being produced at the UK's largest record pressing plant. On page 19, we step through The Vinyl Factory's front doors and give you a fascinating glimpse inside their deeply storied manufacturing facility.

Two new next-generation products joined the Vertere product line in 2024 - our CALON Dual Mono Phono Preamplifier, and SG-II Pathfinder Tonearm. We invite you to explore them both in detail on Page 6, as well as the newly emerging philosophy that is set to define the future of Vertere product development.

All that, and much more, awaits in this year's edition.

I hope you find plenty of interest in the pages that follow. On behalf of myself and my team, I wish you a peaceful Christmas, and a healthy and prosperous 2025.

Best wishes,  
Touraj Moghaddam

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# All the latest news from Vertere

We round up another incredible year of awards, record releases, and more.

## AWARDS

A handful of the awards kindly bestowed upon Vertere in 2024

### DG-1S and PHONO-1 MKII L

#### What HiFi? Awards 2024

DG-1S and PHONO-1 MKII L have once again won What Hi-Fi? awards in their respective product categories. This marks half a decade of excellence for these two Vertere products!

### CALON Phono Preamp

#### Editors Choice, Mono Stereo

"Takes a new turn, changing the rules of the game – not only with its highly competitive price point but even more importantly with the level of in-your-face sheer performance."

### Dark Sabre

#### Diapason D'or, Diapason

"A real alternative to an MC of equivalent range: barely less acuity, good articulation, great flexibility, weight and superb vocal delivery."

### XtraX

#### Best High End HiFi Product, AV Forums

"Makes vinyl a truly astonishing listening experience and one that many will find addictive."

### Dark Sabre

#### Five Stars, What HiFi

"Is this the ultimate moving magnet cartridge? If you are looking to buy a cartridge at this level don't ignore the Dark Sabre. It is something of a gem."

### CALON

#### Editor's Choice, The Ear

"If you want to get maximum musical thrill power get yourself a great record player and hook it up to this Vertere, satisfaction is guaranteed."



Find news on Vertere Records' year in full on Page 14



Caesar

Joe and JJ's blistering new album, HOME, dropped back in February to much fan and critical acclaim. Sell-out shows in Glasgow and Windsor followed - including a fabulous album launch at CCA Glasgow. CAEZAR have just returned with a fabulous cover of their Silencers classic 'One Inch Of Heaven', available to stream now.



Will McNicol

In August, Will returned with another stunning instrumental release - once again partnering with string quartet, Innotet. 'Will McNicol With Innotet: Volume 2' is available now via Vertere Records. You can see Will and Innotet in action at Ullapool Guitar Festival 2025.



Elles Springs

We're excited to report Elles is currently in the studio putting finishing touches to a new record. Reunited with her long-time creative partner Mark De Grauw, the album is also set to feature a song co-written with Joe Donnelly from CAEZAR.

## RUNNING THE GROOVE 2024

At home and abroad, we're on a mission to take Vertere to more music lovers than ever. Here's some of 2024's highlights.



MUNICH

Throughout High End Munich we were based at the peerless MotorWorld, just across the street from the MOC. From there, we revealed CALON and the SG-II Pathfinder Tonearm for the very first time. An incredible reception, and an incredible week.



HONG KONG

What a wonderful few days we had at the Hong Kong Audio Visual Show 2024! Touraj was on hand to showcase a range of class-leading Vertere products, including our new CALON Phono Preamp and SG-II Pathfinder Tonearm. It was standing-room-only almost all weekend.



UK

Fast becoming one of our favourite UK HiFi Shows, North West Audio Show in Cheshire never disappoints. This year, we presented a class-leading Vertere system, teamed with a fabulous suite of electronics from Naim, including the NAC332 Pramp and NPX 300 power supply. See you there next year!

## AS SEEN ON SCREEN

Did you spot Vertere on 007: Road To A Million on Amazon Prime?

In episodes 3, 4 and 8, presenter Brian Cox can be seen playing records on a Vertere system that includes our MG-1 MKII record player, SG-I precision tonearm and Mystic cartridge.



# Closing the circle

## With Super Groove II Pathfinder Tonearm & CALON



Earlier this year in Munich, we revealed two new, exciting Vertere products... the SG-II Pathfinder Tonearm, and the CALON Dual Mono Phono Preamplifier.

Both products feed into a fundamental goal for us here at Vertere. To 'close the circle' of vinyl replay, and give every Vertere listener the chance to strive for reference-level performance, even if a reference level price tag seems out of reach. To explore these ideas and products in more detail, we sat down with Vertere's founder, Touraj Moghaddam.

### SG-II Pathfinder Tonearm

"Releasing XtraX last year was something of a game-changer," Touraj tells us. The development of this new flagship cartridge meant that, "...suddenly you realise that you can take out a lot more information from the vinyl than you previously thought." The next logical step therefore became designing a tonearm that opened up the performance gains of XtraX to a wider audience.

"In development, we nicknamed it the Baby Reference...the intention was to close the gap between the SG-I HB and the Reference Tonearm." Yet the goalposts shifted somewhat as the design took shape. "It just organically started to move closer to the SG-I aesthetically...I decided to effectively mimic the dynamic geometry of the Reference tonearm, within the SG design." Why is this geometry so crucial? "The body of the cartridge needs to be held absolutely perfectly in one position from the mean line of the groove, and move with it."

"With the dynamic geometry of the Reference Tonearm, if you look at the cartridge within the audio band, it's like The Rock of Gibraltar. Immovable." With this same 'reference level' geometry employed on the SG-II Pathfinder Tonearm, it created a tonearm capable of extracting much more information from the record groove than the SG-I, putting it much closer to reference level performance. Whilst SG-II looks similar to its older sibling, dynamically and performance-wise, it's much closer to the Reference Tonearm.

In fact, there are only four elements of SG-II PTA that are the same as the SG-I. Every other design element - from the dimensions of the tonearm tube to a brand new headshell tuned for the dynamic geometry of the SG-II PTA - has changed significantly.

The result? A tonearm capable of raising the stakes of almost any Vertere system. Touraj explains, "It proves you can have a tonearm that gives the SG-1 or MG-1 record players a serious leg up towards the reference deck."



### CALON Phono Preamplifier

True to form, CALON began with an out-the-box thought. "I started thinking about a circuit that could be used at the input of the phono, before RIAA equalisation."

RIAA has been an industry-standard since 1958 - designed to standardise the equalisation applied at the record cutting process. Whilst applying the inverse of RIAA in phono preamps effectively linearises the output, inevitably the circuit has an effect on signal quality and high-end performance. Touraj explains;

"When you employ an electrical equalisation filter to inverse RIAA for playback, it's going to effect the entire audio signal...with the lowest frequency some thousand times quieter than the highest, preservation of such a relatively weak signal cannot be overstated, as every component will have some adverse effect on the whole signal."

Touraj's novel solution? Give the signal an extra lift before it reaches RIAA. A pre-linearisation gain stage, offering a default 10dB boost and additional 10dB and 20dB boosts, beefing up the signal and drastically minimising interference. Then, for additional fine tuning, an output gain stage post-RIAA; "If you still wish to fine tune the level, you can increase it in 2dB steps up to 8dB on the output gain."

This approach represented a surprisingly simple, easy-to-use solution that offered new and unexpected improvements in performance. A whole new level of detail and clarity from the audio signal suddenly opens up before you. The next step became cultivating a product that matched up to the performance of this new gain stage system.



"We made it dual mono...this gave us the ability to treat the left and right signal absolutely identically." To give this dual mono system the best chance to flourish, all controller elements of the design are separated and isolated from the audio components - with totally separate and dedicated power supplies, grounds, and track layout. All this careful consideration is solely to nurture that precious vinyl audio signal to its fullest. "We can't design a product that improves the incoming signal..." explains Touraj, "...there is no way we can add to the vocal or playing of the guitar on the track. All we can do is take away from it."



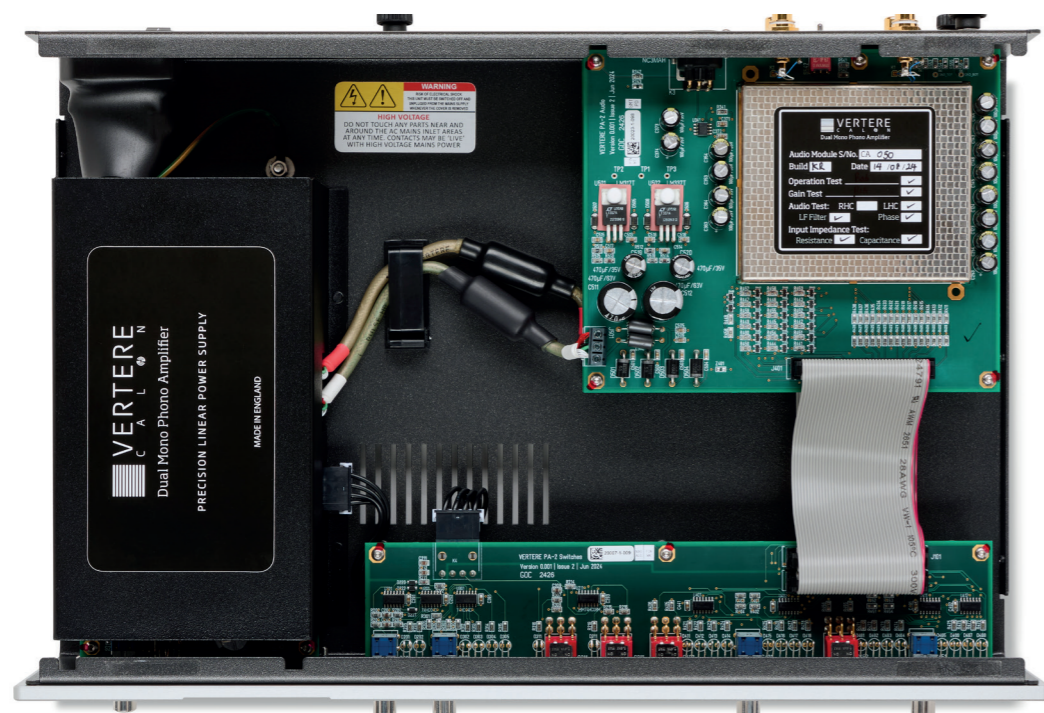
“With CALON, we’ve gone to great lengths to ensure that its design architecture and every part of the circuit has the least impact on the signal as fundamentally possible.”

And CALON’s ability to deliver doesn’t stop there, carrying additional features like the Low Frequency Sub-Sonic Filter. For Touraj, this carries multiple benefits, “It allows you to maximize the power headroom on your amplifier and makes sure that your speakers are working linearly. It means that you can go louder with less distortion without having any adverse effect on the lower frequency that you’re listening to.” This LF filter acts like a vacuum cleaner, clearing out all those subsonic distortions to deliver a noticeably cleaner, clearer sound.

Resistance and capacitance settings mean listeners can perfectly match up to whatever cartridge they happen to use - whilst placing these settings on the front of the unit makes it easy to adjust by ear too. And a phase inversion switch means any tracks that suffer from a phase anomaly can be instantly rectified.

With the performance improvements opened up by products like these, all sorts of listening possibilities become achievable. Listeners can now assemble a system that includes the MG-1 Record Player, Imperium Motor Drive, SG-II Pathfinder Tonearm, XtraX cartridge, and CALON phono preamp - and boast a system that sits closer to reference-level than ever before.

All whilst costing almost a third of the price.



[Click here to read more about Vertere’s range of cartridges.](#)

# Divine inspiration

## Retailer Spotlight Signals

signals  
hi-fi for grown-ups



### Standfirst/ Converting a former church into a hifi dealership has given Signals a premises like no other. Ed Selley went on a pilgrimage to see it.

You might feel that a quiet village in Suffolk would be an odd location for one of the UK’s true destination hifi stores. If your eyebrow hadn’t already raised quizzically, the fact said dealer resides in a deconsecrated Catholic church would probably get it moving. The reality is that Signals is not your average hifi dealership. Alastair Gardner started the business in 1993 and, for many years, operated out of his own home (an arrangement that worked very well and resulted in the pleasing addition of cats to your listening experience). But in 2017, he took the plunge and moved to dedicated premises when St Cecilia’s House became available.

Alastair describes the building as it is now as ‘gently modified’, but this belies the care and effort that has gone into making it a superb place to listen to audio equipment. Two smaller demo rooms have been created on either side of a main listening space which can handle systems of any size without constraint.

The space feels like it was built for the task without losing its unique identity and charm in the process. It is a genuinely lovely place to spend time in, even if it wasn’t packed full of mouthwatering gear.

The portfolio that is used to populate these rooms has remained consistent over the years - representing Alastair’s belief that sound quality is, if anything, the ‘easy’ bit in terms of desirable audio equipment. To be in the Signals roster is to be well made, easy to use and possessed of an indefinable ‘know it when you see it’ streak of brilliance. Systems from around £1,000 up to... a reasonable sum... can be created and all of them adhere to these values.

Naturally, Vertere is delighted to have joined these ranks. The DG-1, MG-1 MkII and SG-1 turntables sit at three key price points for Alastair. They quickly became go-to equipment for him and colleague Andy Heavens - with the team receiving specialist training from Vertere in the setup and installation of the turntables and supporting range.



The main space has previously hosted a Vertere open day - hosted by Touraj - that resulted in three packed sessions. The Vertere cable range has been a no less useful addition to Signals, too. I was therefore keen to see how the range integrates with the other brands.

The first system is in one of the two smaller demo rooms, featuring the Vertere MG-1 MkII, Tempo Motor Drive and Challenger Power Supply with SG-1 tonearm, Mystic cartridge, and a Phono 1 MkII phono stage. This all fronts a combination of Naim 300 Series electronics and a pair of limited edition (and absurdly covetable) Dynaudio Contour Legacy speakers. It's a system that will sit in most UK living spaces without dominating them and every part of it is beautifully made and finished.

It sounds even better than it looks. Kicking off with Fink's sublime 'Beauty In Your Wake', the system handles the slow building opener 'What Would You Call Yourself?' with an effortlessness that belies how much energy is in the track by the time it reaches its crescendo. The MG-1 MkII has long been a masterclass in delaying the onset of the perceived congestion that can affect vinyl replay as material becomes busier and more complex and the Phono 1 MkII is the perfect foil for ensuring that this doesn't get lost further down the chain.

The supporting hardware takes the brief and runs with it. What really holds your attention with this setup is that it is capable of immense resolution and detail, but this is never presented with such force and intent that it overwhelms the fundamental musicality of the whole system. A very spirited run through Electra by Public Service Broadcasting is an elegant demonstration of this. This is a tremendous tune but - bluntly - not a fabulous piece of production and mastering, coming trapped at the end of the side for good measure. Here, none of that matters. It's a hard hitting, joyously ballistic and effortlessly fluent joy.

After some mild persuasion, I'm prised out of the small listening room because the main system awaits. The front end is a Vertere SG-1 Record Player with new SG-II Pathfinder Tonearm and XtraX cartridge, together with Imperium Motor Drive sat on a Reference Isoshelf with 3 Silencers. A veRum solo armlead outputs into the new CALON Phono Stage, with out-the-box HB mains lead and HB XLR interconnects outputting to a Naim Statement Pre and Power amp combination and Dynaudio Confidence 60 speakers. This is the only place in the UK you can hear this combination.

Wherever you happen to be reading this, I would argue it's worth making the journey to experience this system. At no stage when I listened to the SG-1 with SG-I tonearm did I think it was being held back but... to hear it with the SG-II PTA and CALON is to have one of those awkward transcendental moments where you know that, be it thanks to a lottery win or an armed robbery, you will own this lot yourself.

The Naim and Dynaudio combination pick up the sonic baton with an assurance that speaks to their impeccable engineering. The result is something greater than its already spectacular parts.

This is more eloquently demonstrated on the remaster of Ray Charles In Person. This is a recording verging on 70 years old. It's a fairly 'hot' presentation and, remastered or not, some of the limitations in bandwidth are readily apparent. I can promise you that, no more than 30 seconds into 'What'd I say?', you absolutely will not care about any of that. This system can strip away decades and get you back to that May night in Atlanta as effectively as any Hollywood time travel contrivance you've ever seen.



A combination of that Vertere front end, 764 watts of Naim amplification and a speaker that's 1.6 metres tall before you fit the spikes, finds scale in a way that makes most other listening experiences sound a trifle toy like. What's so impressive is that this heft is never bought at the expense of delicacy and articulation and, just like the three brands in combination in the smaller system, it's forgiving enough to be something your entire collection is played on, not simply saved for best. I won't insult your intelligence by calling the result small or cheap, but it is unquestionably spellbinding.

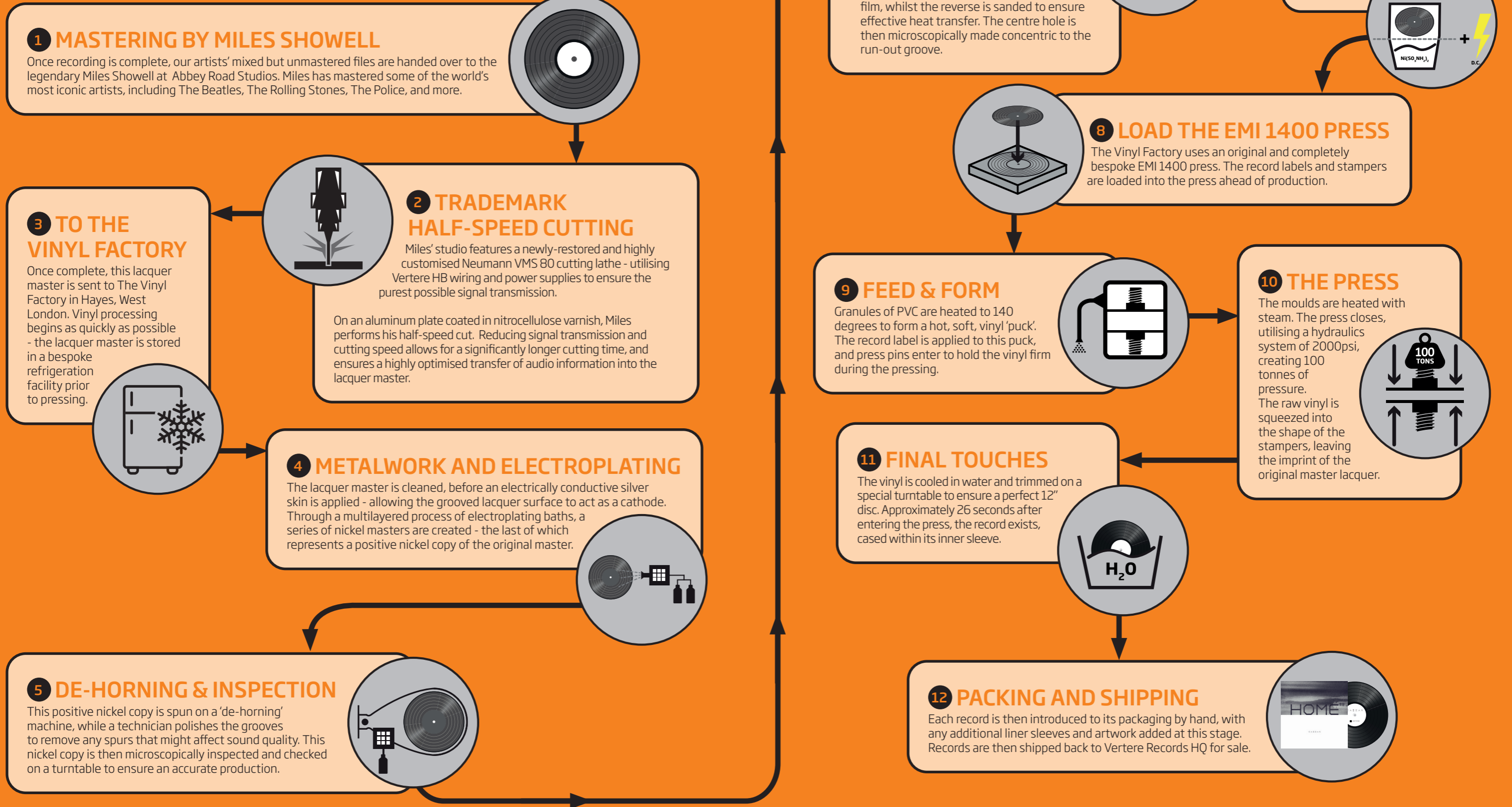
The good news of course is that the Signals line up (and the use of Vertere record players within it) covers a very wide spread of price points, with the same level of fastidious care and attention present at every level of the range. Spend any time speaking to Alistair and his team, and you become aware that their passion for what they do is absolute - supported by a level of experience and technical understanding that means their recommendations are always more than a hunch that it 'might work'. By Signals standards, Vertere is a new arrival in this mix, yet it has slotted into the framework in a way that reflects a common goal to produce fabulous equipment that asks nothing of the owner besides the time to listen to it.



**Put simply, there has never been a better reason to go to church than this one.**

[Click here to find out more about Signals](#)

# How Vertere records are born



# Making It Groove

## A Year at Vertere Records

With two new releases, and a third in production, we recap Vertere Records' biggest year yet.

**It's safe to say that 2024 has been a banner year for Vertere Records. Two stunning new records dropped, and a third about to wrap in production, means the entire artist roster has been creatively active throughout the year. For Vertere Records, it's a deeply proud moment indeed.**



## A LABOUR OF LOVE

**Vertere Records was born out of a desire to achieve two specific goals. The first, and the most important, was to champion artists Vertere believe in, and help those artists to further elevate their platform and their audience.**

The second goal was to produce and manufacture the very best sounding vinyl recordings possible. This carries the dual benefit of shining the finest light on the quality of the artists' output, whilst allowing Vertere to create peerless reference vinyl for its products.

With a small and carefully curated selection of artists, Vertere Records can afford to make production decisions that bigger labels could simply never make - taking a total no-compromise approach to production. This starts by ensuring their artists utilise the very best recording studios to produce new projects. Then, those recordings are given the best chance to shine, by employing the genius of revered Mastering Engineer, Miles Showell.

From his hand-built lathe at Abbey Road Studios, Miles creates stunning half-speed masters for every Vertere Records release. Miles has cut records for The Beatles, The Rolling Stones, The Who, and countless others. His half speed masters are truly second-to-none - the ideal foundation for creating a production vinyl that sounds as accurate as fundamentally possible.

With this foundation in place, Miles' masters are then passed on to some of the world's best vinyl manufacturers. This year marked the start of an exciting production partnership, as Vertere Records tasked the team at London-based 'The Vinyl Factory' with producing their newest releases. You can read more about that process - and The Vinyl Factory's own storied history - on page 19.

All this means Vertere Records can give its artists the perfect platform to excel musically. The proof, though, is in the listening. Let's turn our attention to the records.

## CAEZAR COME HOME

**In early 2024, CAEZAR ended fans' five-year-wait with a new and blistering release - HOME. And boy, was it worth waiting for.**

To craft this new album, Joe and JJ headed to the isolation of The Outer Hebrides, tracking the record at Black Bay Studios on The Isle Of Lewis. Heading to one of the world's most remote production facilities has its creative advantages, as Joe recalled; "It was good for us to get away. All that was there was us, the songs, and the music".

A new and profoundly personal set of songs emerged. HOME is a record of deep musical richness and intricacy, surrounding some big, swaggering stadium-rock songwriting of the absolute highest calibre. Touraj Mogaddam, MD of Vertere Records, explains the power of HOME in these terms: "HOME has this atmospheric, wall of sound quality to it that is almost Pink Floyd-like in its scope and scale...it's reminiscent of U2 in terms of the listenability, but with these stunning melodies that wouldn't be out of place in prog or psychedelic rock".

Since its release, HOME has delighted fans and critics alike, with XS Noise calling it "...a joyous journey of musical discovery that never loses focus on the power of thoughtful songcraft." A string of sell-out shows across the UK have followed, with more exciting live performances in the pipeline for 2025.





## WILL MCNICOL RETURNS WITH INNOTET

Five years on from his previous Vertere Records release, *Guitarist Magazine's 'Acoustic Guitarist of The Year'* returns once again alongside string quartet, Innotet, on "Will McNicol With Innotet: Volume 2".

Volume Two comprises 12 tracks, each originating as solo guitar compositions Will wrote over the course of five years. Innes and Will collaborated on the string arrangements over a course of months before hitting GloWorm Studios in Glasgow in December 2023 to record the album.

A couple of months on from release, we caught up with Will to get a sense of how the new album was being received, and his plans for 2025.

### Creatively, how did Volume 2 differ from Volume 1?

The first album involved a lot of learning and experimenting in everything from the arrangement creation process right through to mastering. So, when the time came to start work on Vol. 2 we had much more confidence to really build on what we had first time around.

### How has the record been received since release?

We're over the moon with the response, both from critics and fans alike. My personal favourites are when people pick up on key elements we worked so hard on - notably the way the strings and guitar work together. One review mentioned how good it was having the strings and guitar as one, treated equally, rather than it feeling like the strings were an afterthought.

### What's next for 2025?

We'll be heading back up to the project's spiritual home - the Ullapool Guitar Festival - in The Highlands to perform tunes from both albums. So much of this project is strongly influenced by people and places and it's safe to say that without UGF it wouldn't have happened.



## ELLES SPRINGS PREPS FOR A BIG 2025

Whilst 2024 proved a little too late for everyone's favourite blues-folk songstress to release her much-anticipated new album, it's only a matter of time before fans finally get their Elles Springs fix.

Elles has reunited with long-time creative partner and accompanying guitarist, Mark de Grauw, to craft a new collection of deeply personal, intimate songs. Elles tells us to 'expect songs about new beginnings, life changes, letting go and starting all over again.'

The new album also includes a songwriting collaboration with fellow Vertere Records artist, Joe Donnelly. Production is almost complete at SoundVision studios in Arnhem, with a release expected sometime next year.



# Finding your seat in the Vertere concert hall

We dive into the origins of Vertere, and explore where your listening journey could take you next.

At Vertere, we're on a mission to reintroduce you to the records that make up your treasured collection. Each product we create, from tone arm cables to cartridges, phono stages to record players, are designed and built with this goal in mind.

We believe that the aim of great record reproduction should be to stay as objective as technically possible - to relieve any burden of subjectivity from the electronics in your system, and instead allow the music you love to flourish, exactly as its creators intended.

Achieving this level of audio objectivity inevitably comes at a financial cost. The closer you get to perfect record reproduction, the more fine the margins, and therefore the more thoughtful and intricate the engineering and build inevitably becomes. However, if you don't have the budget to get right to the front row of the auditorium, there are plenty of Vertere products that can get you an incredible seat in the same concert hall.

To get a better understanding of how we achieve this, it's helpful to look back to Vertere's very earliest products.

### STARTING WITH THE WEAKEST LINK

Having previously co-founded HiFi brand Roksan, Touraj Moghaddam stepped into designing his own line of premium audio electronics in the mid-2000s. Vertere might now be known for its range of striking, high-performance record players, but for its first half-decade of operation, Vertere specialised in interconnects, tonearm cables, and speaker cables. Why did Touraj start here?

In Touraj's words, "You have to start with the weakest link in your chain. This means designers challenging conventional thinking and putting aside any bias we might have towards our own products. What we think we know is stopping us often from going where we want to go. You need to keep an open mind."

Touraj believed that we could see vast levels of performance improvement by focusing on these weak links in our systems. Often not the big, flashy products like the deck, but the unsexy yet essential components like the cabling. Build your system with the very best fundamentals, and your system will be built on strong foundations indeed.



The RG-1 Reference Groove

## FIND YOUR SEAT IN THE CONCERT HALL

It wasn't until 2013, after the release of a full range of cables and interconnects, that Vertere released the RG-1 and SG-1 record players. The fact these two decks emerged at the same time is no accident. Once again, it was about offering listeners a number of different seats in the same concert hall.

Want to be sat on the front row, experiencing the full emotive force of every note from your favourite artist? Our reference-level RG-1 will help you do exactly that. If your budget doesn't stretch that far, but you still want a ticket to the show, the SG-1 carries much of the RG-1's reference performance, but at a more modest price point.



The SG-1 Super Groove

And now, with products like the XtraX cartridge, SG-II PTA Tonearm, and CALON phono preamp, owners of the SG-1 and even MG-1 are given the chance to close the performance gap between their system and a reference-level setup.

Products like these are purposefully designed and built to take you as close as you can get to front-row listening, without the reference-level price tag.



XtraX Cartridge



The MG-1 Magic Groove

## 'VERTERE IS FOR LIFE'

To quote Touraj once more, "Whichever product you pick in the Vertere range, Vertere is with you for life."

Wherever you choose to start with Vertere - with our entry-level DG-1S record player for example - we hope that this guiding philosophy will stay with you forever. Step foot inside the concert hall, and you're immediately part of the show. There are always options available to move closer to the front row of the auditorium - and it doesn't always need to be a whole new deck.



HBS Mains Cable

You can explore investing in our HB cabling - the origins of Vertere - and drastically improving the fundamentals of your system. Or you can look to move closer to reference level tone arm performance with our new SG-II PTA - a product specifically designed to get you as close to reference-level as possible.

**Need help working out where your next step on the Vertere journey might take you? Contact your local Vertere retailer! Our retail partners are equipped with all the training and product information you need to help you find your next seat in the concert hall.**

# Inside The Vinyl Factory

## Join us as we step foot inside the largest vinyl pressing plant in the UK



**2024 has been another record year for vinyl sales. The influential music database Discogs recently revealed that the last twelve months have delivered a staggering eleventh straight year of vinyl sales growth, with a massive 6.2% increase in units sold year-on-year.**

In a world increasingly defined by its reliance on everyday artificiality, music lovers are once again yearning for a physical connection to the music they love - and no physical music experience really compares to the ritual of vinyl listening.

If you want to discover the absolute epicentre of this modern vinyl resurgence, you'll need to make your way to Hayes on the western edge of Greater London. Perhaps, at first glance, a fairly inauspicious location for a postmodern musical revolution.

Yet Hayes is the home of The Vinyl Factory - the UK's largest surviving vinyl pressing plant. Built out of the titanic remnants of the classic vinyl industry,

The Vinyl Factory has spent the last two decades establishing a hard-earned reputation as one of the most influential, forward-thinking, and productive pressing plants in the world.

This year, Vertere Records moved its vinyl production exclusively to the team at The Vinyl Factory. First, CAEZAR's new release 'HOME' was produced on their iconic presses. Will McNicol's new release 'Will McNicol With Innotet: Volume 2' soon followed. And with Elles Springs' new album due sometime in 2025, you can be sure Vertere will be turning to the team at The Vinyl Factory once more. So why did Vertere make the decision to partner with The Vinyl Factory? Simply put, they produce the best modern vinyl we've encountered.

But The Vinyl Factory's influence reaches further and deeper than simply 'great vinyl production'. Step inside the walls of this unique facility, and you'll find very real echoes of a storied past, jaw-dropping examples of a remarkable present, and the promise of a seriously ambitious future for vinyl. To get a true sense of The Vinyl Factory's role in the success of modern analogue listening, we should start by taking some time to consider the surprising role Hayes has played in the history of contemporary music.

## A STORIED PAST

For four decades, Hayes was the unlikely home to the world's largest dedicated vinyl manufacturing facility. Throughout the golden age of vinyl listening, EMI and HMV both kept their factory facilities onsite here in West London - with EMI mastering and pressing nearly 20 million records a year for the most iconic artists of the day, whilst HMV built the record players on which those recordings were heard worldwide.

As digital platforms like CDs began to flourish throughout the 90s, it's no secret that the era of vinyl began to feel like it was somewhat on its way to becoming a technology of the past.

In turn, this incredible facility felt in danger of potentially following suit. It was around the turn of the millennium when the team behind The Vinyl Factory stepped in, ensuring that this definitive pressing plant wasn't altogether lost forever.



## A REMARKABLE PRESENT

Now, more than twenty years on from their arrival in Hayes, The Vinyl Factory has once again established itself as the largest vinyl pressing plant in the country - amongst the most productive in the world. Each year, they press over 2 million records onsite for artists like Radiohead, Bjork, and Massive Attack - not to mention the artists of Vertere Records.

To this day, The Vinyl Factory continues to use their original and completely bespoke EMI 1400 Press. These one-of-a-kind machines were built solely for the use of EMI, constructed specifically for this facility. They're unlike any other vinyl presses in the world - a fact that's demonstrated by the unmatched nature of the production quality these machines offer.

For a music format that exists on a microscopic level, one of the most intriguing elements of the way in which records are pressed is the sheer industrial and mechanical nature of the process.



From growing stampers in chemical baths to shrink-wrapping the gatefold sleeves, the pressing of a record is at every stage both an incredibly physical and exacting process. What makes the manufacturing conducted at The Vinyl Factory all the more remarkable is that it has remained largely unchanged since the heyday of vinyl production.

Each record that leaves its doors does so as part of a remarkable lineage, stretching back over half a century of musical history. These records are both literally built out of music's past, whilst forging its exciting new future.

## AN AMBITIOUS FUTURE

Through the painstaking process of preserving this facility, The Vinyl Factory team has endeavoured to do more than just make great vinyl records. By producing records at the volume and quality that they have, they've played an absolutely vital role in vinyl's sustained resurgence in popularity.

You get the very real sense that The Vinyl Factory takes this role as an industry leader incredibly seriously. The West London facility plays host to much more than just a pressing plant - it's the home of their own record label, stunning events space, and influential exhibition gallery.

Art installations are regularly featured in its halls, live music is often hosted onsite, seminars and Q&As with influential members of the music industry are offered throughout the year. The future of modern musical ideas is being developed right here.

The Vinyl Factory is busy incubating an exciting community of engaged listeners and creatives around this space. In the process, they're helping to promote the idea that vinyl can represent so much more than a purely retro pastime. That as we look forward into a future set to be defined by our relationship with digital spaces, there is a vast amount of value in tangible, physical experiences like vinyl listening. And that more and more people, of all generations, can find untold joy in the industry-leading records that The Vinyl Factory are producing everyday.



# DG-1 and PHONO-1



**WHAT HI-FI?**  
**AWARDS 2024**

BEST TURNTABLE  
OVER £2500  
VERTERE  
DG-1 S/MAGNETO

**WHAT HI-FI?**  
**AWARDS 2024**

BEST PHONO  
STAGE OVER £1000  
VERTERE  
PHONO-1 MKII L

**WHAT HI-FI?**  
**AWARDS 2023**

BEST TURNTABLE  
OVER £2000  
VERTERE DG-1  
S/MAGNETO

**WHAT HI-FI?**  
**AWARDS 2023**

BEST PHONO STAGE  
OVER £1000  
VERTERE PHONO-1  
MKII L

**WHAT HI-FI?**  
**AWARDS 2022**

BEST TURNTABLE  
OVER £2000  
Vertere DG-1S/Magneto

**WHAT HI-FI?**  
**AWARDS 2022**

BEST PHONO STAGE  
OVER £500  
Vertere Phono-1 MkII L

**WHAT HI-FI?**  
**AWARDS 2021**

BEST TURNTABLE OVER £2000  
Vertere DG-1/Magneto

**WHAT HI-FI?**  
**AWARDS 2021**

BEST PHONO STAGE  
OVER £500  
Vertere Acoustics  
Phono-1 MkII

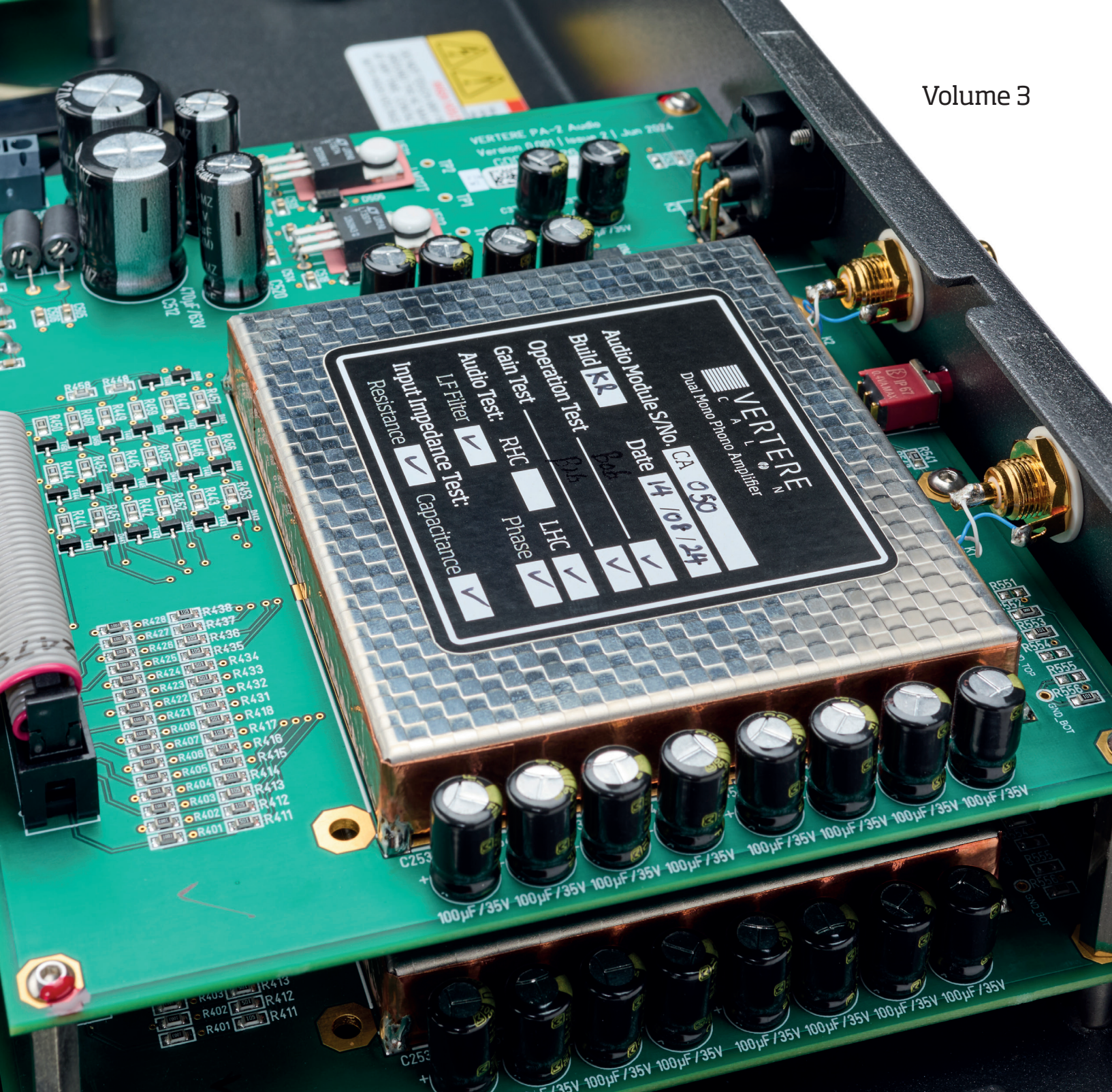
**WHAT HI-FI?**  
**AWARDS 2020**

BEST TURNTABLE  
OVER £2000  
Vertere DG-1 Dynamic  
Groove/Magneto

**WHAT HI-FI?**  
**AWARDS 2020**

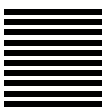
BEST PHONO STAGE  
OVER £500  
Vertere Acoustics  
Phono-1 Mk II





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