# The Aqipa Brand Guide #3 - Teac

2023-07-06 - Pressroom

We celebrate 70 years! | TheBrandGuide #3
TEAC - an unchanging origin.

# The Brand Guide

MARKETING + SALES + DISTRIBUTION

AN UNCHANGING ORIGIN

Step into the world of audio aficionados as TEAC, the renowned Japanese company, commemorates its remarkable 70-year journey in the business.



In the fast-paced world of consumer electronics, B2B customers need a reliable partner to enhance their offerings and stay ahead of the competition. TEAC, a leading player in the industry, emerges as the perfect choice.

- Rich **history of 70 years** in delivering cutting-edge audio solutions.
- **Modular, comprehensive line-up** - TEAC offers everything from entry-level record players for under 200 euros (TN 175) to high-quality network players for 3,000 euros (UD 701-N), an audio range for almost every purse. The units can be modularly combined and are therefore perfectly suited to inspire customers over and over again.
- **Uniform distribution throughout Europe** - By concentrating on one distributor TEAC is able to offer uniform conditions throughout Europe and invest in long-term partnerships with dealers.
- **Attractive margins** - Those who grow with TEAC and understand the benefits of the brand, are rewarded with attractive margins, **high average revenues** and loyal, satisfied customers.



TEAC has been writing music history for 70 years.

The recording devices of the subsidiary Tascam are well-known and popular among professional studios, and famous albums have been recorded with TEAC. TEAC's tape recorders were also used to record R2-D2 and C-3PO in the first Star Wars movie. Technologically, TEAC has always worked at the limit of what is possible. The famous VRDS is just one of many innovations that reproduce music from CDs with utmost clarity and purity.



TEAC at the High End in Munich 2023

With TEAC, we attended the High End show in Munich. Whether you've missed it or you want to recall the highlights of the show. Follow our product expert Jasper on this little round trip through the world of .



Introducing the **VRDS-701** and the **VRDS-701T**, an innovative CD player and CD-transport that sets new standards in audio playback. Developed by TEAC, this player combines cutting-edge technology with a legacy of excellence, delivering an unmatched audio experience.

**GO TO VRDS-701**



Since Jasper already revealed the news in the video ( ), we might as well share the news with everyone here. With the 70th anniversary, TEAC has also launched the perfect product to combine with your existing 505 reference series line-up. The PD 505-T. Check out the news from TEAC Japan on this beauty.

**READ MORE ABOUT IT**



The AI-303. This desktop audio amplifier accommodates a compact amplifier module with Bluetooth® receiver and USB audio input to playback Hi-Res sound source.

Only 215mm in width, ideal for high quality sound playback on TVs and notebook PCs.

**FIND THE AI-303 ON OUR ONLINESHOP**

**WANT TO KNOW MORE ABOUT OUR BRAND NEW PRODUCTS? READ MORE ON OUR BLOG!**




One of the most underestimated tactics in sales is to ask for a referral. If you think the information could be valuable for people in your network, please to share.

WE GROW BRANDS

10 YEARS IN BUSINESS

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