

Clean sound since 1971



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The revival of analogue sound



Just when we all thought vinyl, cassettes and reel-to-reel tapes had been consigned to the thrift shop bargain bin forever, these audiophile-favourites are defying the odds and staging a comeback.

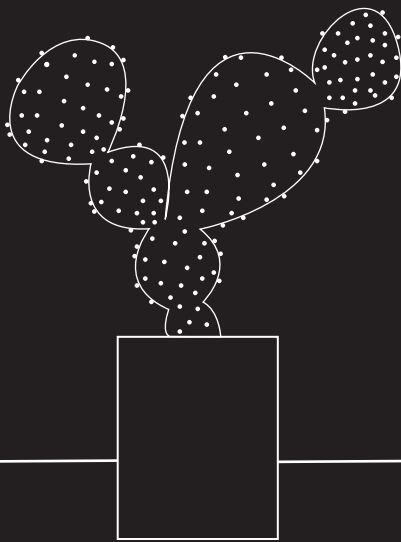
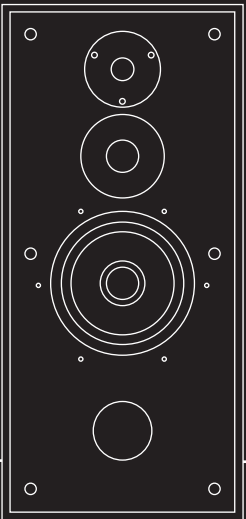
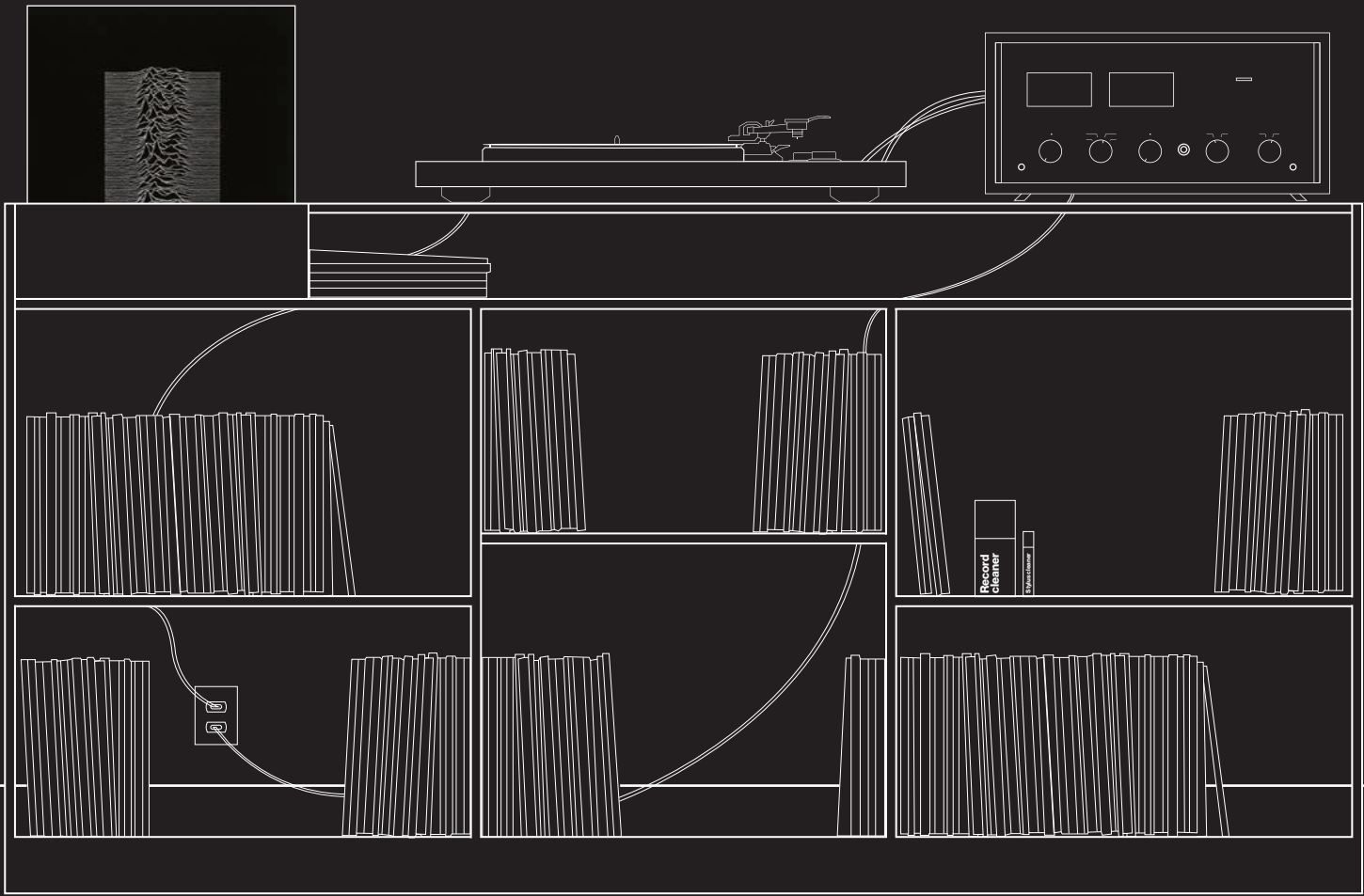
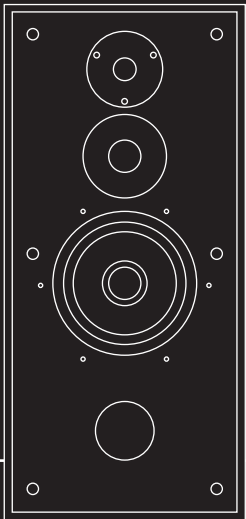
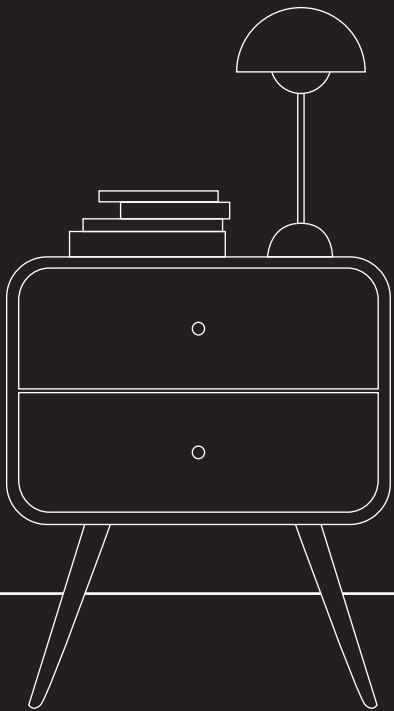
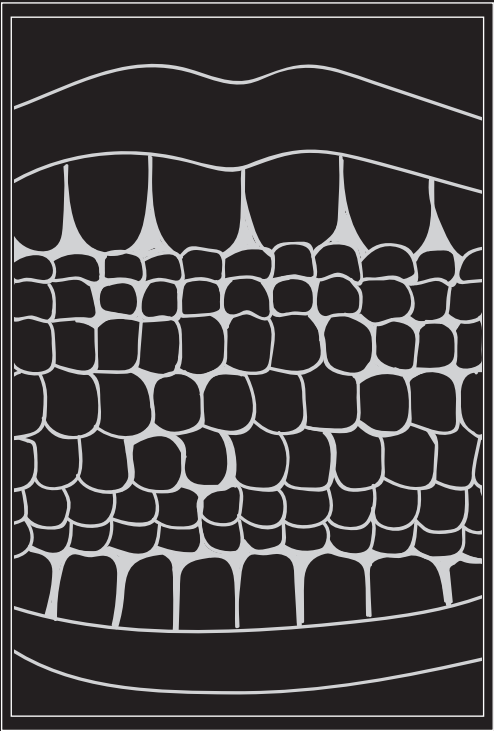
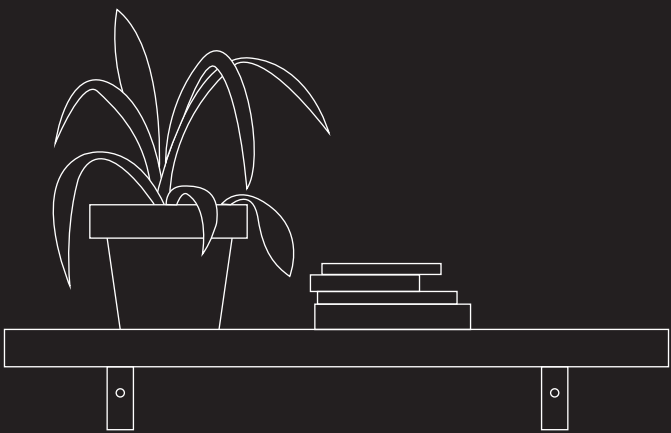
Millenials and boomers alike are shunning the digital frenzy of compressed MP3 files and lossy streaming services that hold our music hostage today, for the high quality sound of analogue formats.

With vinyl sales the highest they've been since the 80's and pressing plants working around the clock to keep up with the resurgent demand, the music industry has got its groove back.

Producing sound the way the artist intended, a vinyl holds more information than any other listening format out there. That includes CDs and that includes high resolution downloads.

You name it, vinyl walks all over it.

Revival of
analogue sound



Why clean sound matters?

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As the sands of music culture shift once again, and digital culture relinquishes its capital and caché back to the outmoded thingness of things, it's not just the obsessive collectors, purist DJs and baby boomer audiophiles who are waxing lyrical about vinyl.

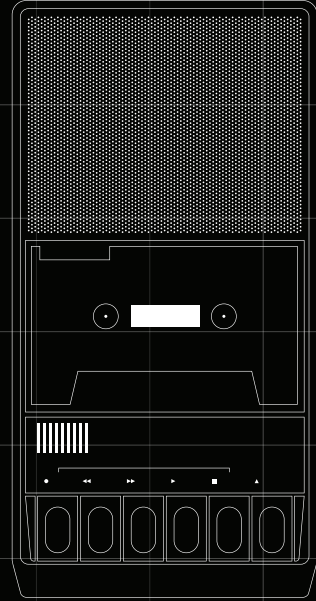
So, let's say you're the poster boy/girl of this nascent backlash that's turning a deaf ear on MP3 for tried and trusted black plastic magic. Your entire collection is colour coded, alphabetised and stored vertical lyin plastic sleeves in pristine covers, in a cool, dry place.

Your vinyl are immortal.

Well, actually no...

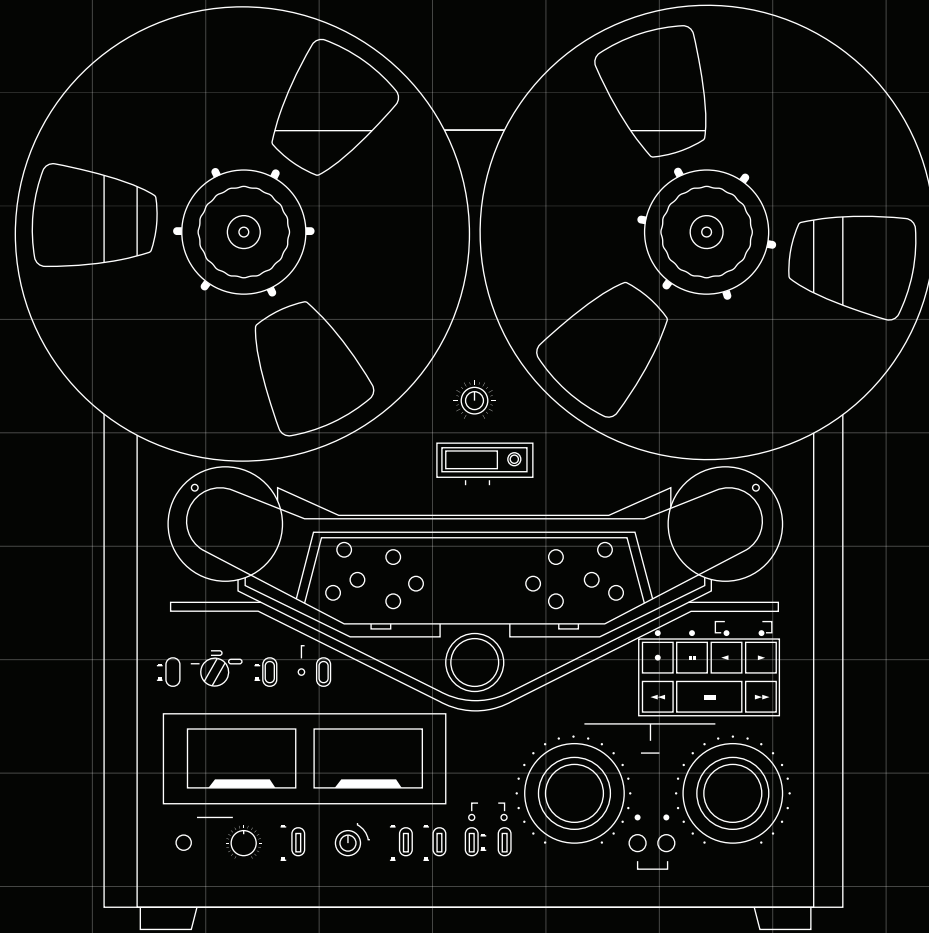
For many a record owner, hearing is believing. Enter the esoteric world of vinyl and even tone arms, cartridges and slipmats possess a character and personality of their own. But what gives vinyl that organic, warm, analogue aesthetic, that crackle and hiss as the needle glides across the record, is more often than not, good old-fashioned dirt.

The looping evolution



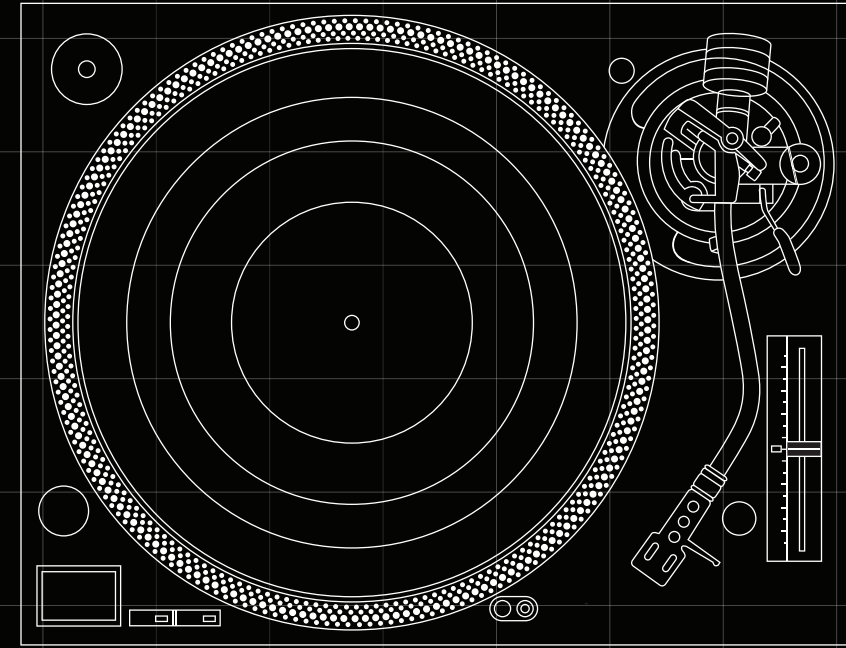
1964

The Philips cassette player hits the market; crucial to the development of hip-hop in the Bronx



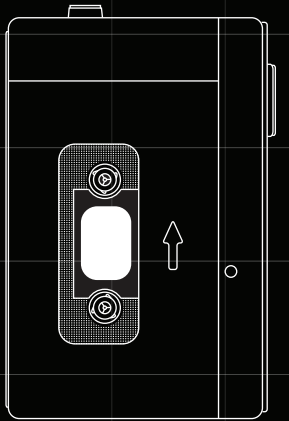
1976

Released when high-speed reel-to-reel tape recorders were the main recording format, the Akai GX-630D was extremely popular in professional recording studios



1979

Originally aimed at the hi-fi enthusiast, the Technics SL-1210 has become the benchmark DJ turntable and is heralded as one of the pieces of technology that has "shaped the world we live in today"

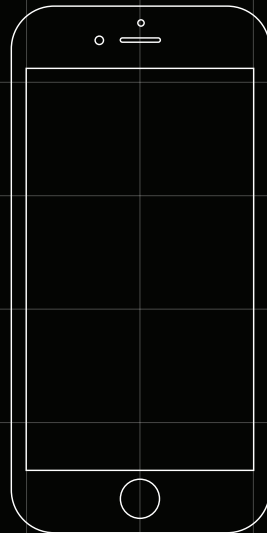


1979

Sony launches the portable Walkman; kids on buses can be heard listening to Michael Jackson on repeat

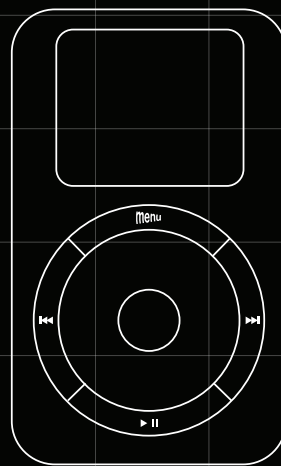
2016

Revival and resurrection of analogue sound



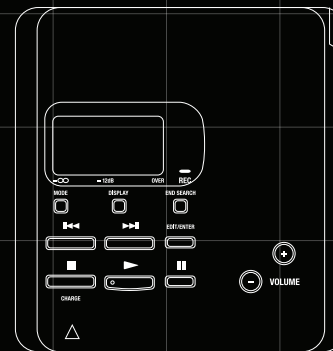
2015

Apple launches the iPhone 6 with a capacity to store up to 15,175 songs



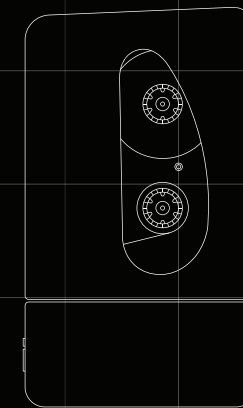
2001

Apple releases the iconic iPod as MP3s continue to spread across the internet.



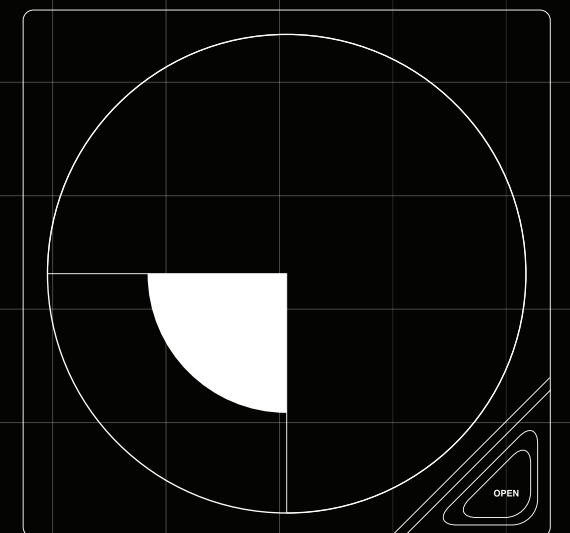
1992

Sony realises the short-lived Mini-Disc player, rendered obsolete by the age of digital streaming



1987

Similar looking to a Compact Cassette, the Digital Audio Tape (DAT) is roughly half the size and as the name suggests, recording is digital rather than analogue.



1984

Two years after the mass production of CD's began, Sony releases the first portable Discman

Our product design in the 70's



Simple, minimal, functional design
- no BS.

Scandinavian design's mantra is all about stripping things down and **keeping things clean**. That's what we did; in 1971, we started simplifying forms to define the essential.

What were left were beautiful objects in their own right.



Our product design today



We're pretty proud of what we did back in the 70's.

That's why we're sticking to the same guiding principles that have shaped the design of our products since the beginning. It's a pretty simple idea.

Wanting to uphold our original vision of design simplicity and minimalism, we haven't changed that much.

We didn't have to.



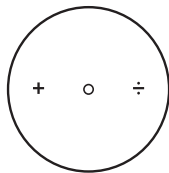
Products



"I was very focused on producing something that looked polished, so I told my designer that the products had to look so good that they could sit next to Bang & Olufsen or Braun, who at the time were the number one selling audio designers in Denmark. Whatever I did I wanted to match the best products available."

- Anders Moesgaard, Founder of AM

Anti-static record mat



AM's carbon fiber felt mat removes static charges from the record during playing for hiss and pop free listening. Unlike other anti-static mats on the market that claim to be made with carbon fiber, this one actually is.

Only available online

SRP — €30,00



Record cleaner



The original record cleaner since 1971.
The specially formulated solution gently and efficiently removes dust, dirt and static build-up from your vinyl collection. Lint free, cotton cloth for application is included in the lid.

SRP / 45 ml — € 12,00

SRP / 200 ml — € 15,00



Stylus cleaner

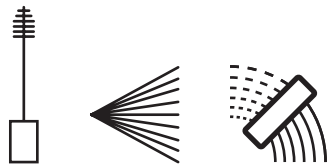


AM's cleaning fluid removes dust, grit and particles worn from the stylus tip that can not only damage your records and accelerate stylus wear, but also affect tonal accuracy. A gentle brush for application is attached to the lid.

SRP — € 12,00



Record cleaner set



Includes the original record cleaner, an anti-static brush, stylus cleaner and anti-static cloth. The Record cleaning spray and anti-static brush gently and efficiently remove dust, dirt and static build-up from your vinyl collection. Keep your pick-up sounding clean with the stylus brush.

SRP — € 25,00



Vinyl brush



Made from carbon fibers, the AM vinyl brush eliminates static charges while removing dust and fine particles that can degrade your record's sound. Something no vinyl owner should be without.

SRP — €15,00



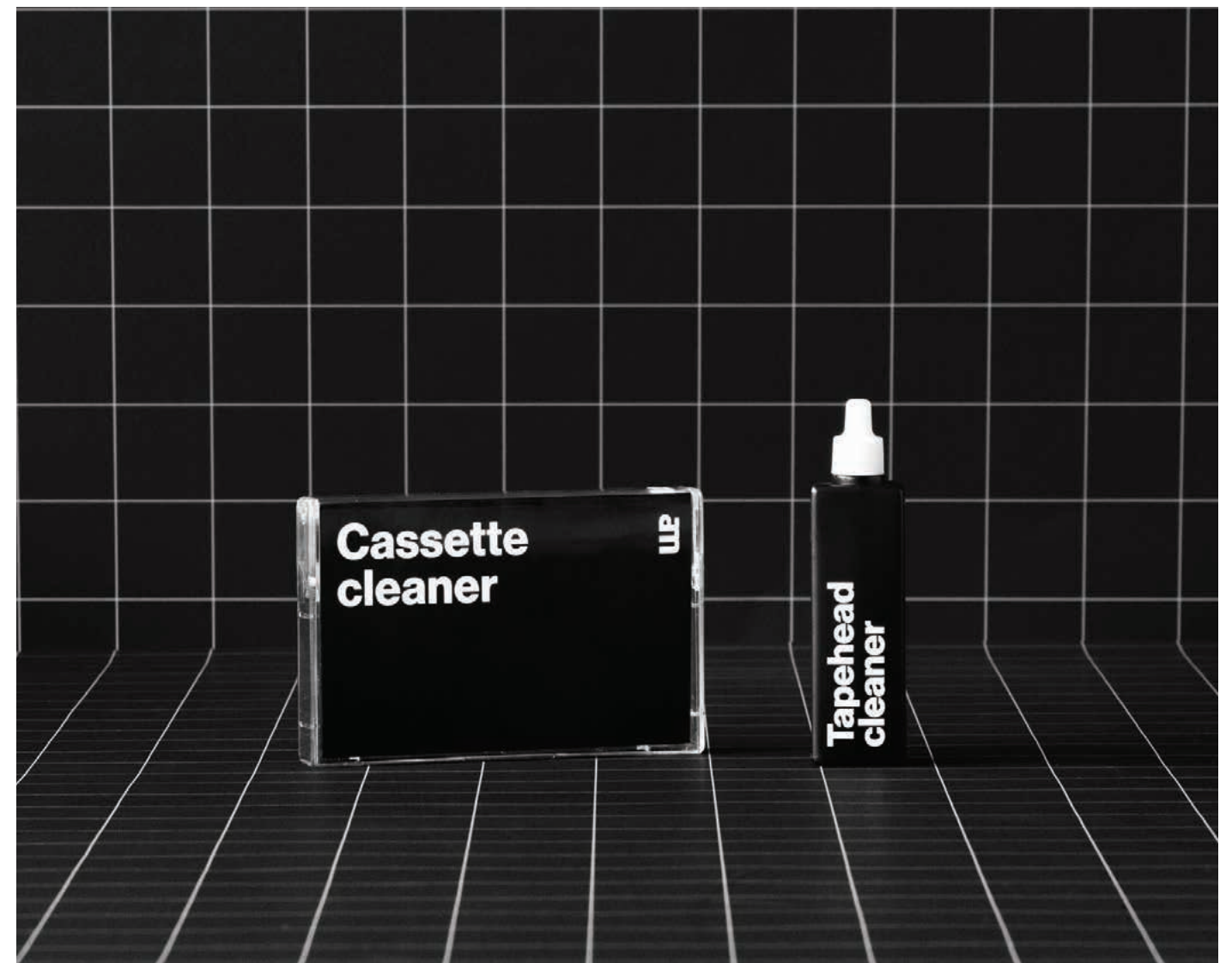
Cassette cleaner



Includes a tape cassette and cleaning fluid. To remove dirt and grime from your cassettes, add a few drops of the cleaning fluid and let the cassette tape run.

Only available online.

SRP — € 12,00



Pick-up brush



AM's carbon fiber brush removes static charges from the stylus. For cleaning the pick-up, run the brush along the cantilever in the direction of the stylus. Unlike other pick-up brushes on the market that claim to be made with carbon fiber, this one actually is.

Only available online.

SRP — € 12,00



Tapehead cleaner set



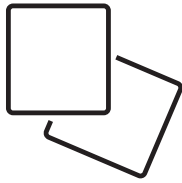
Includes tapehead cleaning pins, brushes and cleaning fluid. Ideal for improving reel-to-reel player's audio playback capabilities and prevent damage to your tapes.

Only available online.

SRP — € 15,00



Gear wipes



Anti-static cleaning wipes designed to safely clean gear and equipment used in the studio and live setups. Comes in sachets of 20 wipes.

Only available online.

SRP — € 10,00



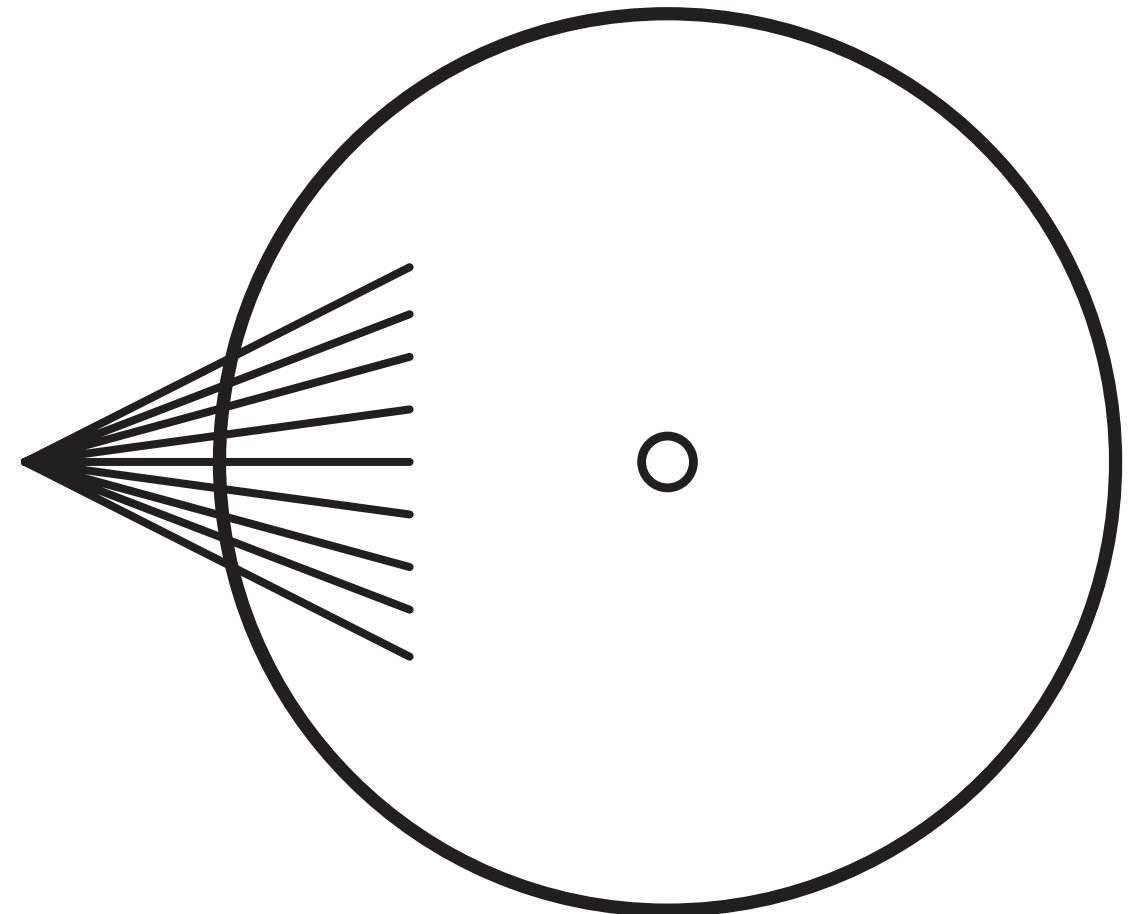
Our liquid is safe, efficient and (almost) alcohol free



Specially formulated to liberate your gear from all dust, dirt and greasy fingerprints, the AM cleaning solution is highly efficient, safe and non-abrasive.

We went back to the drawing board and reengineered the solution to ensure that you get more from your music.

Enjoy static free playback, reduced wear and prolonged life of your records and cassettes.



Where it all started

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In the summer of 1971, in the living room of his parents' home, Danish teen Anders Moesgaard was assessing the damage to his vinyl collection after his older brother's party. It didn't look good.

Struggling to get the records clean, he turned to a friend who told him to head to the pharmacy and buy an alcohol based face wash. Which he did, but even then Anders wasn't totally satisfied; it wasn't anti-static.

Transforming his basement into a lab, he started to experiment.

Over 40 years in the making, the AM Record Cleaner continues to be celebrated for its iconic design and cleaner sounding records.

Anders Moesgaard
Founder of AM
18 years old
10/30/1970



