



Morel

Line of Business

High Quality Loudspeakers
Manufacturer

Established

1975

Leading Executives

Mr. Meir Mordechai
President and CEO

Mr. Oren Mordechai
Executive VP & R&D
Development

Mr. Nir Paz
Director of Global Sales
and Marketing

For over three decades now, Morel's name has been associated worldwide with superb sound quality — thanks to its innovative design, development, and manufacturing of top-quality loudspeakers. Founded in 1975 by Meir Mordechai, inspired by his love of music and motivated by a dream -- to create the perfect loudspeaker, Morel's quest resulted in successive generations of speakers and audio drivers that consistently set new standards. The Morel brand, derived from Mordechai Electro-acoustics, has become an annual recipient of "Best of" awards for home and mobile sound reproduction.



knowledge and proprietary know-how, gained by Morel's dedicated team over three decades of experimenting with sound, permeate all its products.

Morel's Investment Translates Into Customer Value

In-house design, R&D, and manufacturing under one roof enables Morel to deliver unprecedented quality at competitive prices. Unlimited by design constraints and boosted by years of experience in manufacturing its own drive units, Morel offers the latest acoustic technologies. Morel's QC and QA



Renowned For Innovative Technology & Design

Over the years, Morel has developed an enviable reputation for technological innovation and design excellence. Morel drivers, (tweeters, midrange, and woofers) are utilized in some of the most demanding, high-end products around the globe. Morel products are sold in the home hi-fi, home theater, and mobile audio markets in more than 55 countries worldwide.

Beyond Technology — The Human Touch

Producing loudspeakers that deliver that magical feeling requires more than just advanced technology or the latest industrial tools - the human touch is an absolute necessity.

Morel products are handcrafted and extensively tested — undergoing seven different quality tests — to ensure they meet the highest standards. The personal

department uses the most advance testing equipment to ensure the highest quality and product durability.

Morel's award winning car and home audio systems combine sonic performance with design excellence. Morel's set to change the landscape of loudspeakers with its hi-end home audio consumer products employing new technologies and innovative design. The flagship fat lady speaker (see photo) is a technical tour de force – introducing a new concept in industrial design and acoustic approach by using complex composite materials such as carbon fibre and advance manufacturing processes to achieve a perfect synergy between form and function. Morel's diverse home audio product range represents a lifestyle speaker solution that integrates well in any living space.

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