



# 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

**F**or almost four 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 for almost four 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 enable 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 can offer the latest acoustic technologies which provide a



## Renowned For Innovative Technology And 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

lifetime of esthetic and listening pleasure for our customers. Morel's QC and QA department uses the most advanced testing equipment to ensure the highest quality and product durability.

Morel's range of home audio systems combines sonic performance with design excellence and its car audio range of components and component systems caters to every need. Morel is renowned for its high-performance automotive OEM products for the car aftermarket hi-fi industry including two- and three-way systems, coaxial speakers, and components. The mark of a good speaker is its ability to transform recordings into "live" performances. Morel's car audio systems hit the mark every time.

Morel's consumer product range keeps earning the industry recognition and wins many prestigious awards in international shows for both its car and home audio products.



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