

Table of contents

→	Section — 01	Section — 02	Section — 03
	Why clean sound matters	Revival of analogue sound	Products
	Page 3	Page 5	Page 7
	Section — 04	Section — 05	
	Design in the 70's	Where it all started	
	Page 19	Page 20	

Why clean sound matters

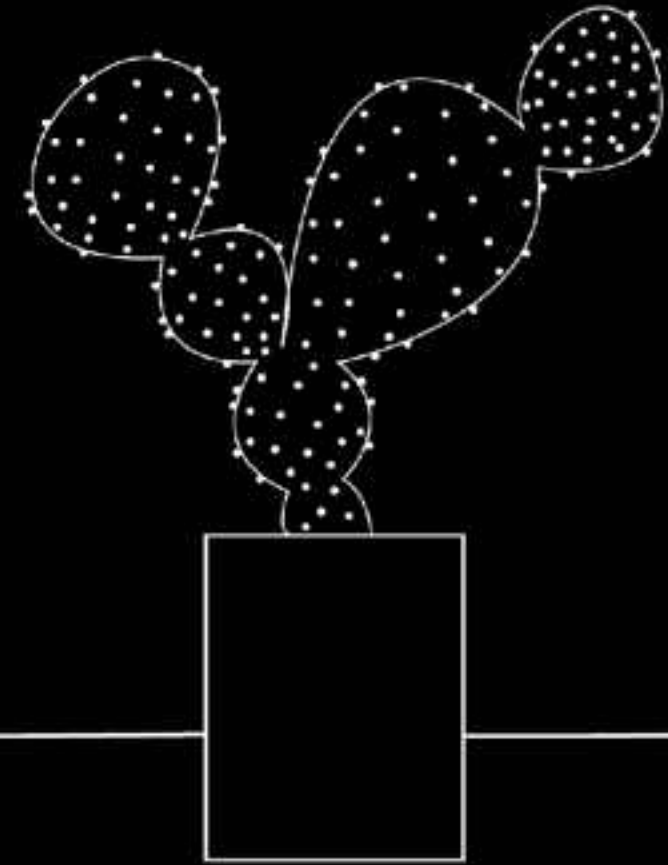
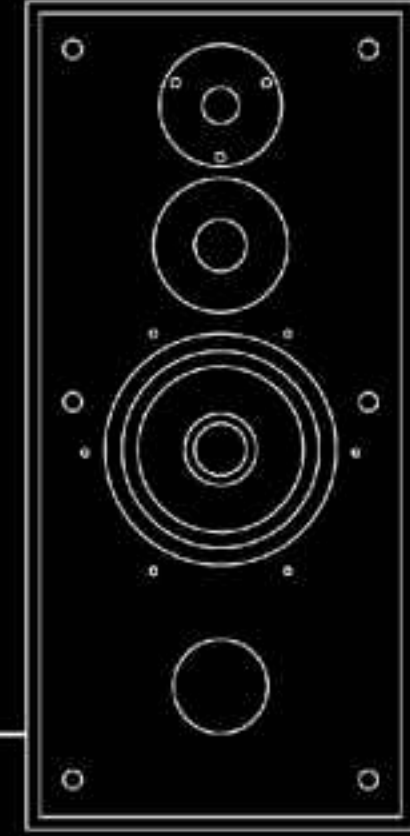
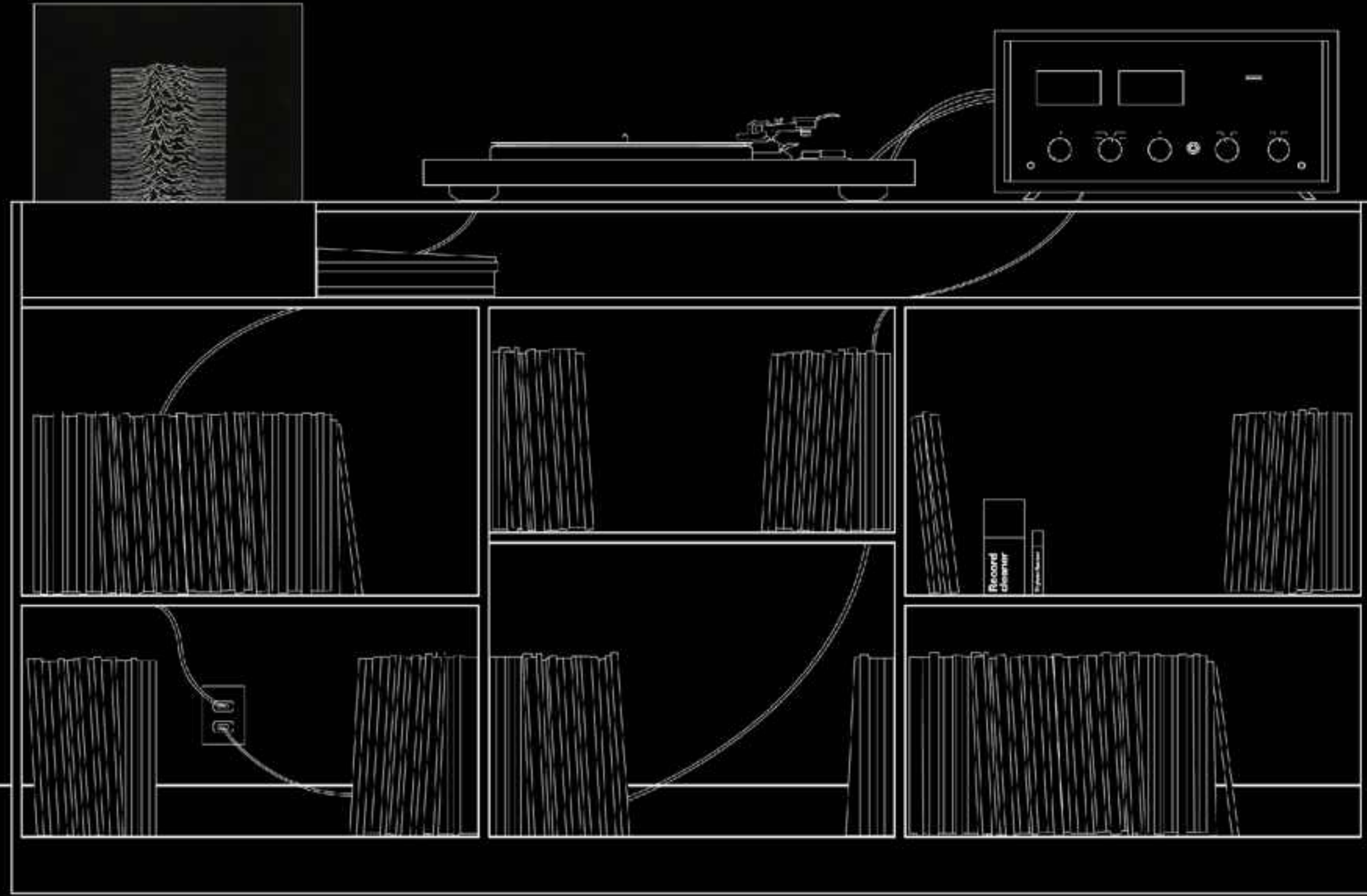
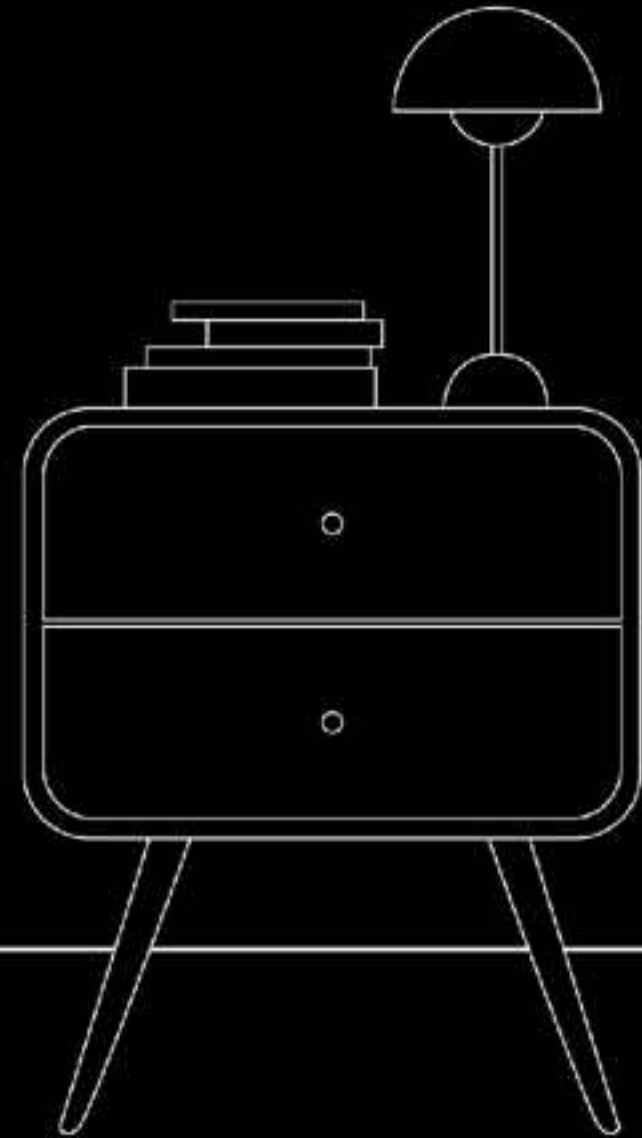
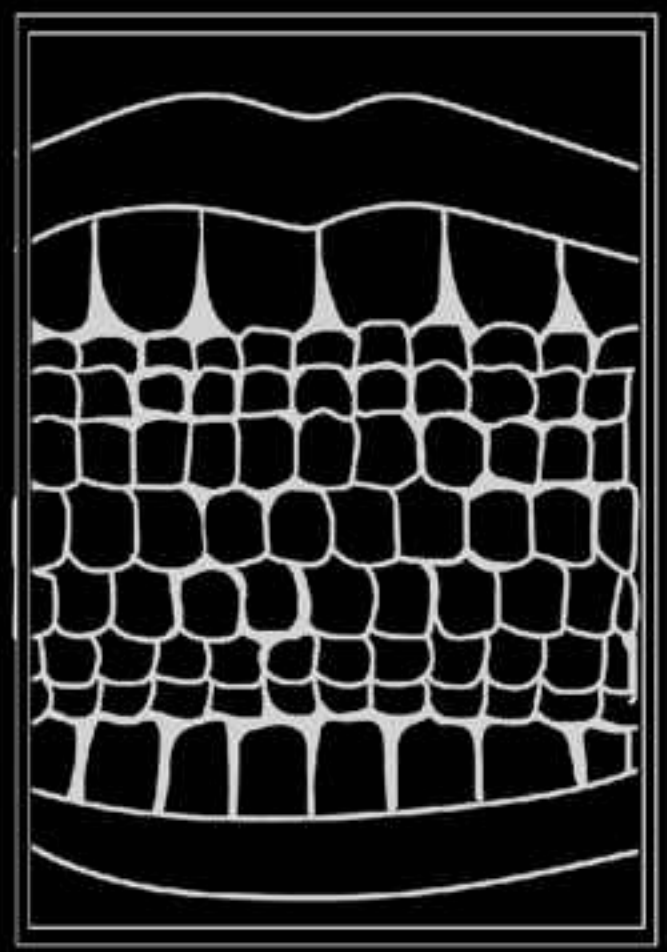
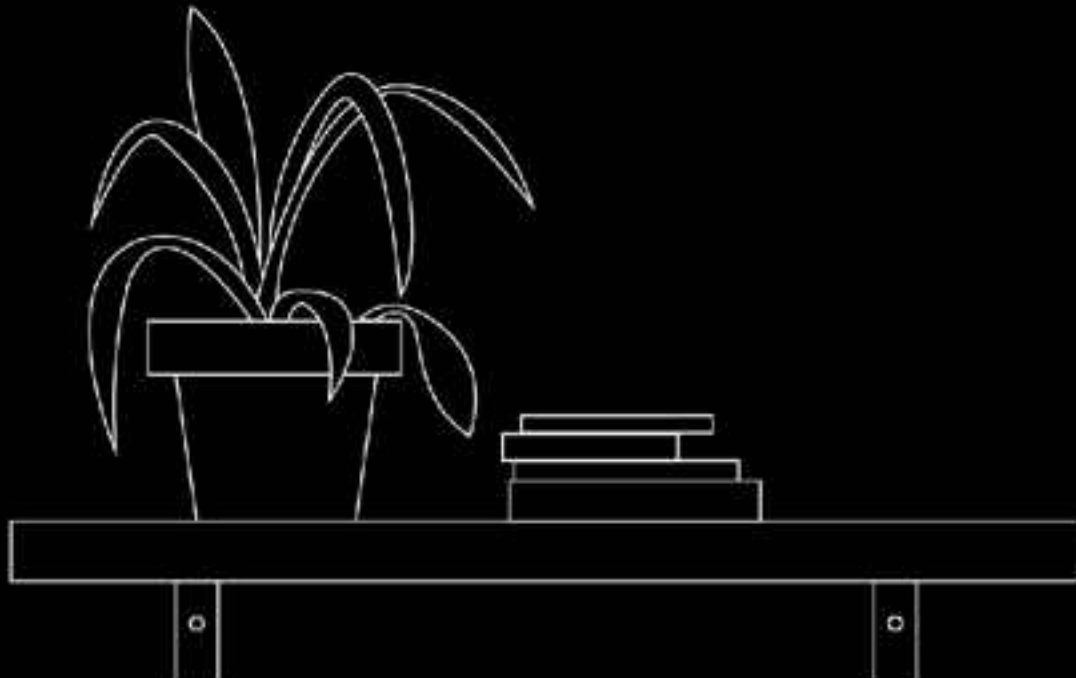
At AM, hearing is believing.

If you listen to recorded music on vinyl or cassette, to experience high fidelity sound and get the most from your collection, you need to keep your gear clean.

In 1971, we started developing products to make your analogue audio collection deliver the cleanest sound possible. Sound that makes you feel as though you,,re there in the recording studio. A 3D, tangible music experience.

That's what we mean when we talk about clean sound.

Revival of analogue sound



The revival of analogue sound

As the sands of music culture shift once again, forcing digital culture to relinquish 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.

More and more people are shunning the digital frenzy of compressed MP3 files and lossy streaming services for the high quality sound of analogue formats.

With vinyl sales the highest they've been since the 80s, pressing plants working around the clock to keep up with the resurgent demand and cassette-only labels thriving, the music industry is finally getting its groove back.

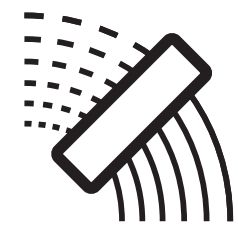
Products



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

Velvet brush



**!! NEW
2022 !!**

AM2015017

Anti-static record brush with extra soft velvet padding. Probably the most efficient way to remove dust and dirt from your records. For a deep clean, use together with AM Record cleaner.

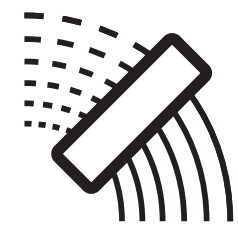
Handle made from Japanese Zelkova wood. Safe to use on shellac records.

EAN: 5701289020400

SRP € 25,00



Goat hair brush



**!! NEW
2022 !!**

AM2015019

Gently removes dust and dirt from your records. The soft anti-static bristles prevent static build-up, and leaves you with a crisp, clean sound. Can be used together with AM Record cleaner for a deep clean.

Handle made from Japanese Zelkova wood. Safe to use on shellac records.

EAN: 5701289020431

SRP € 25,00



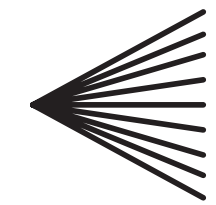
Record cleaner

AM2015002

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.

EAN: 5701289020165

SRP € 15,00



Stylus cleaner



AM2015003

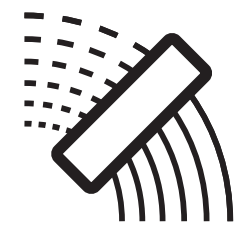
AM's cleaning fluid removes dust, grit and particles worn from the stylus tip that can not only damage your records and accelerate stylus wear, but also affect tonal accuracy. A gentle brush for application is attached to the lid.

EAN: 5701289020172

SRP € 12,00



Vinyl brush



AM2015004

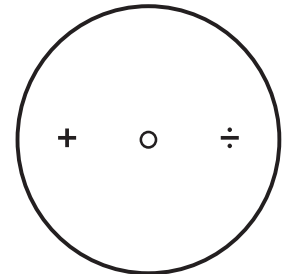
Made from carbon fibers, the AM vinyl brush eliminates static charges while removing dust and fine particles that can degrade your record's sound. Something no vinyl owner should be without. Safe to use on shellac records.

EAN: 5701289020189

SRP € 15,00



Anti-static record mat



AM2015005

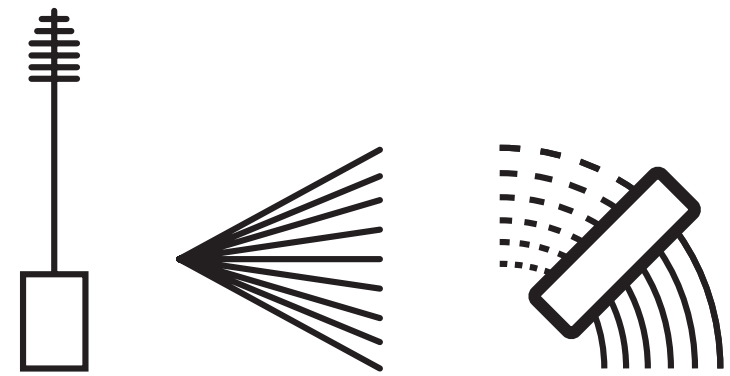
AM's carbon fiber felt mat removes static charges from the record during playing for hiss and pop free listening. Unlike other anti-static mats on the market that claim to be made with carbon fiber, this one actually is.

EAN: 5701289020196

SRP € 35,00



Record cleaner set



AM2015006

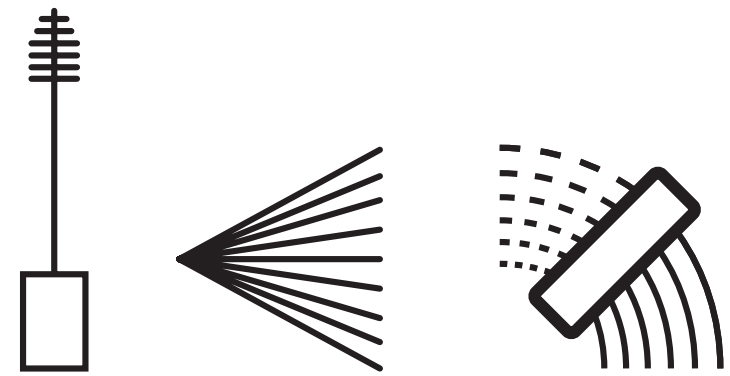
Includes the original record cleaner (45 ml.), an anti-static brush, stylus cleaner and anti-static cloth. The Record cleaning spray and anti-static brush gently and efficiently remove dust, dirt and static build-up from your vinyl collection. Keep your pick-up sounding clean with the stylus brush.

EAN: 5701289020202

SRP € 30,00



Record cleaner box set



AM2015007

Includes the original record cleaner (200 ml.), an anti-static brush, stylus cleaner, pick-up brush and two anti-static cloth.

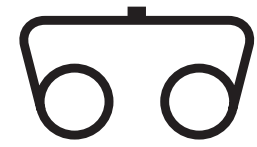
The Record cleaning spray and anti-static brush gently and efficiently remove dust, dirt and static build-up from your vinyl collection. Keep your pick-up sounding clean with the stylus brush and pick-up brush.

EAN: 5701289020219

SRP € 40,00



Tapehead cleaner set



AM2015008

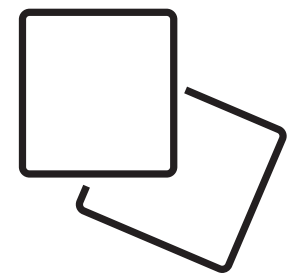
Includes tapehead cleaning pins, brushes and cleaning fluid. Ideal for improving reel-to-reel player's audio playback capabilities and prevent damage to your tapes.

EAN: 5701289020226

SRP € 15,00



Gear wipes



AM2015009

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

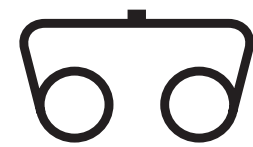
Comes in packs of 10 sachets.

EAN: 5701289020233

SRP €30,00



Cassette cleaner



AM2015010

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.

EAN: 5701289020240

SRP € 15,00



Pick-up brush

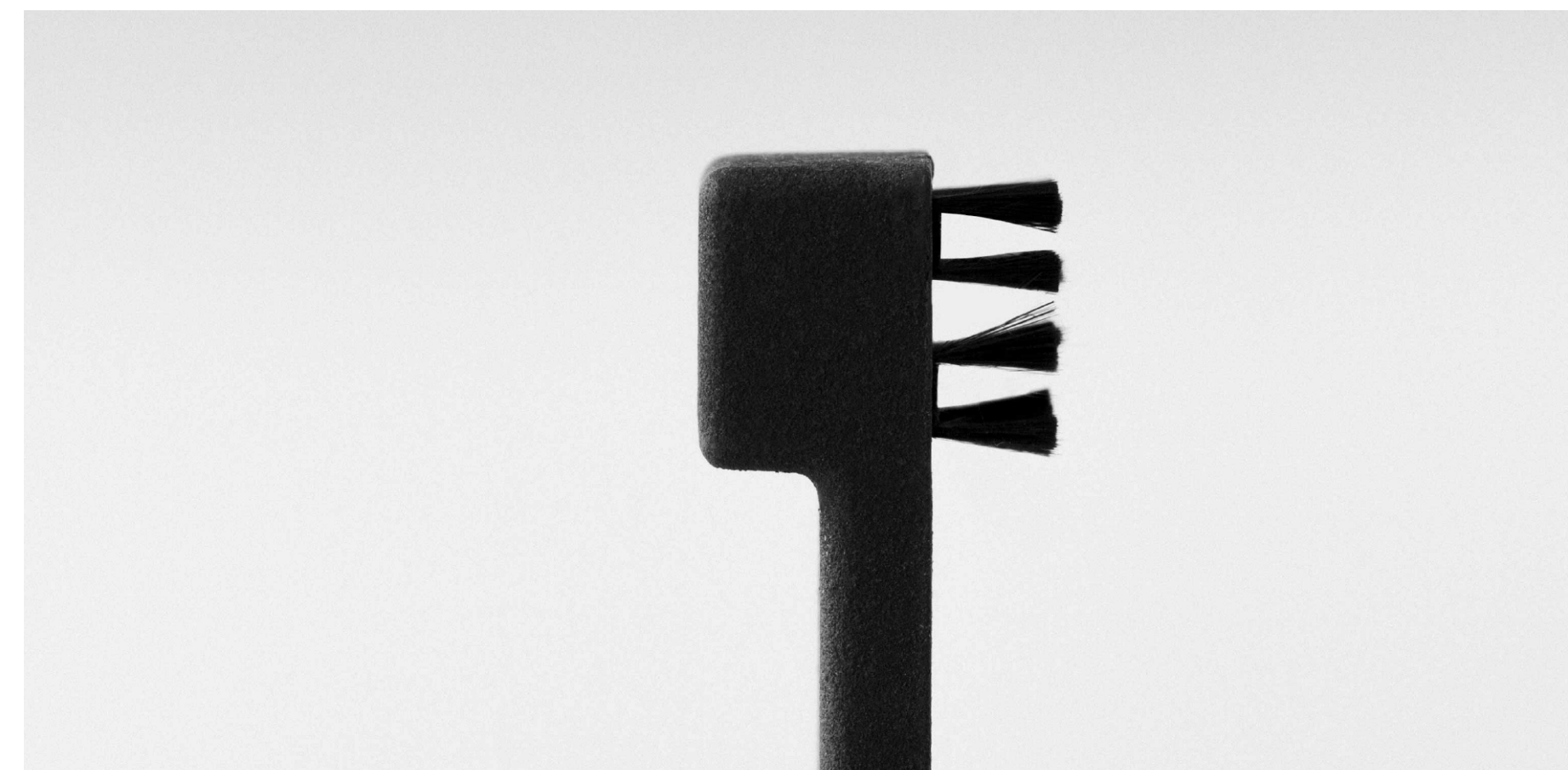
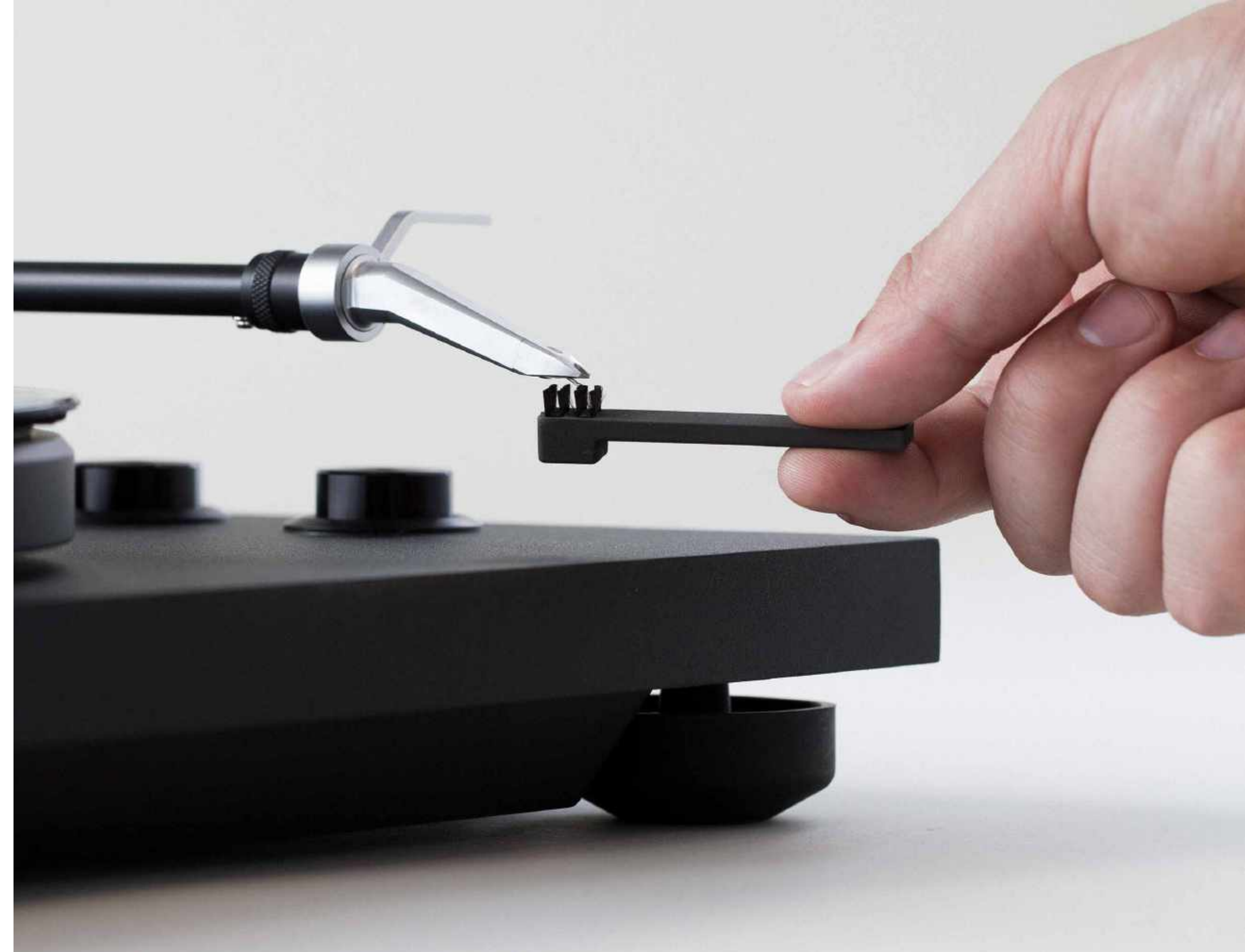


AM2015011

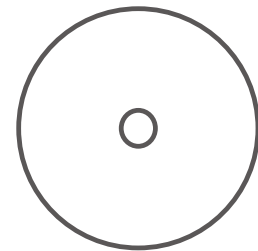
AM's carbon fiber brush removes static charges from the stylus. For cleaning the pick-up, run the brush along the cantilever in the direction of the stylus. Unlike other pick-up brushes on the market that claim to be made with carbon fiber, this one actually is.

EAN: 5701289020264

SRP €12,00



Record weight



AM2015014

300 g steel weight.

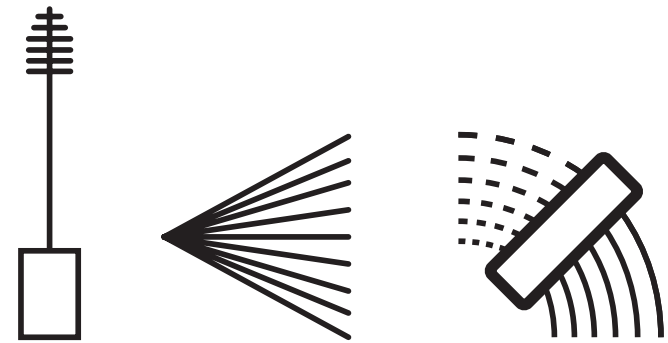
Adds weight to the record to both stabilise uneven records and steady rotation speed. Dampens sound and reduces unwanted vibrations. Doubles as a record adapter for singles.

EAN: 5701289020363

SRP € 60,00



Counter display box



AM2015013

Includes:

- 17 x Record cleaner, 200 ml.
- 11 x Stylus cleaner
- 11 x Vinyl brush
- 2 x Counter top display

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 and pick-up brush.

EAN: 25701289020343



Product design from the 70s



Inspired by modernist functionalism, the simplified forms of AM products transcend their everyday function.

Every object has been reduced to an essential form, erased of unnecessary detail.

Today's designs all share the same palette of black and white as the original AM graphics of the 1970s, the same honesty and robustness. It's a language of fetishized simplicity.



Where it all started



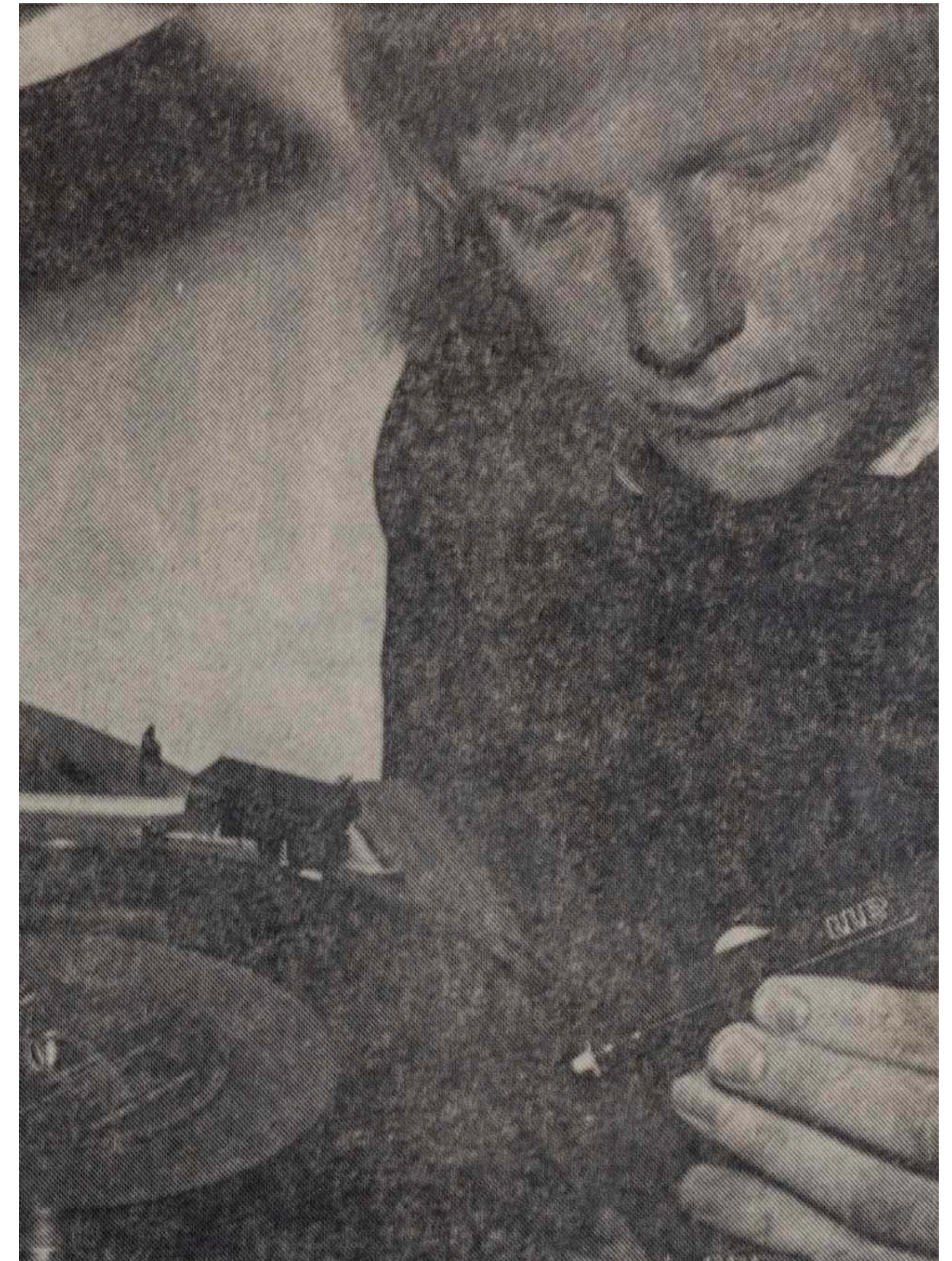
In the summer of 1971, in the living room of his parents home, Danish teen Anders Moesgaard was assessing the damage to his vinyl collection after his older brother's party. It didn't look good.

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.

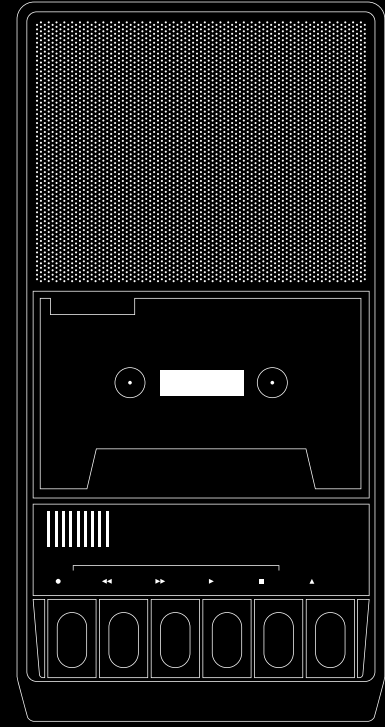
Transforming his basement into a lab, he started to experiment.

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



The looping evolution



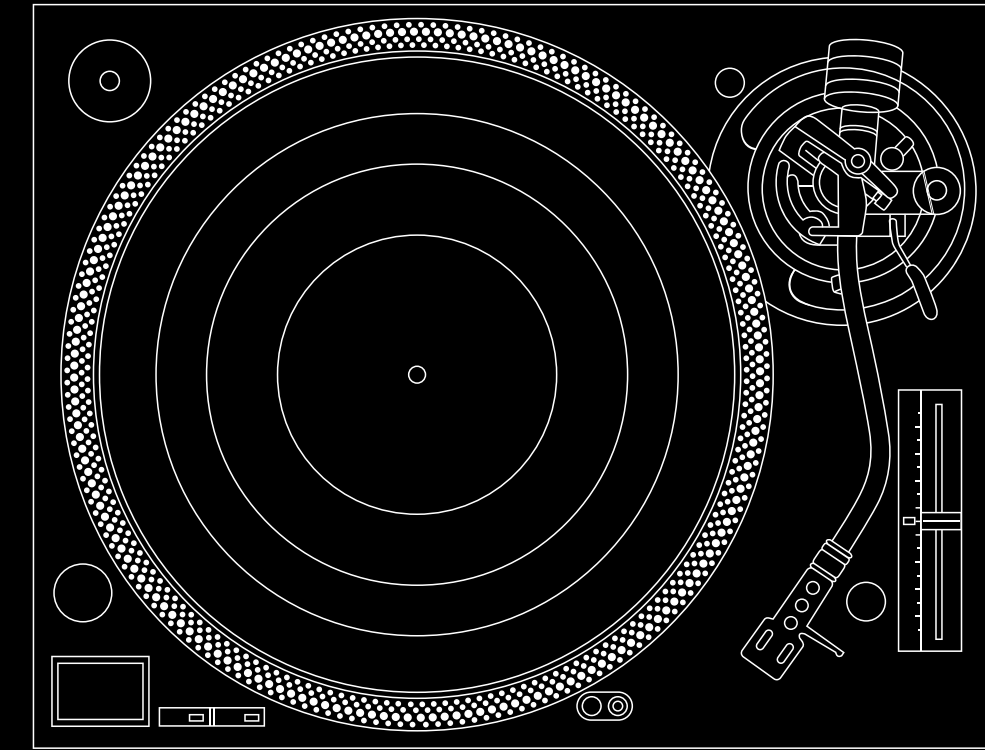
1964

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



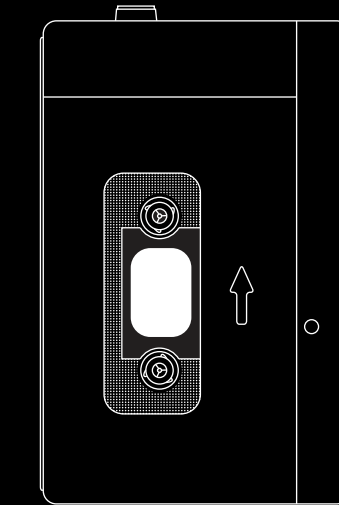
1978

Released when high-speed reel-to-reel tape recorders were the main recording format, the Akai GX-635-D 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.

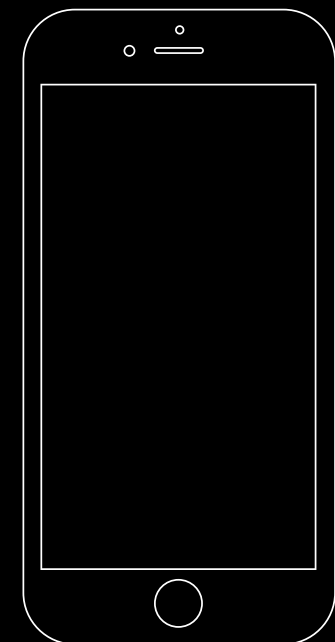


1979

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

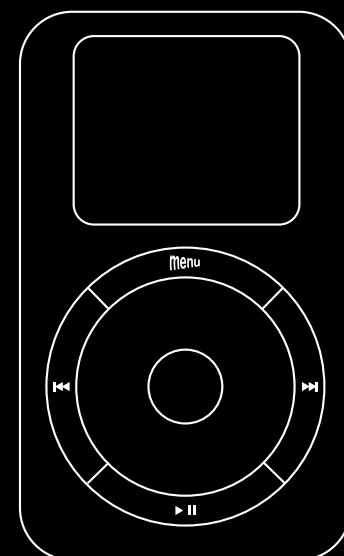
TODAY

Revival and resurrection of analogue sound.



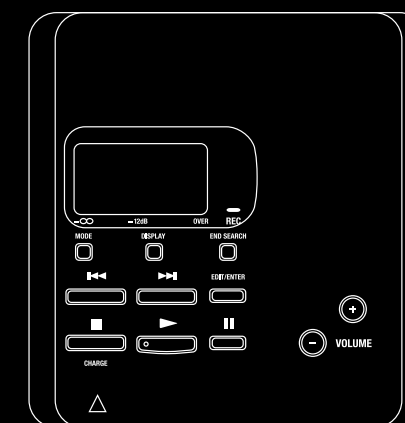
2015

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



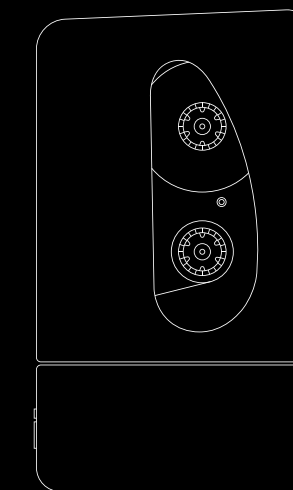
2001

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



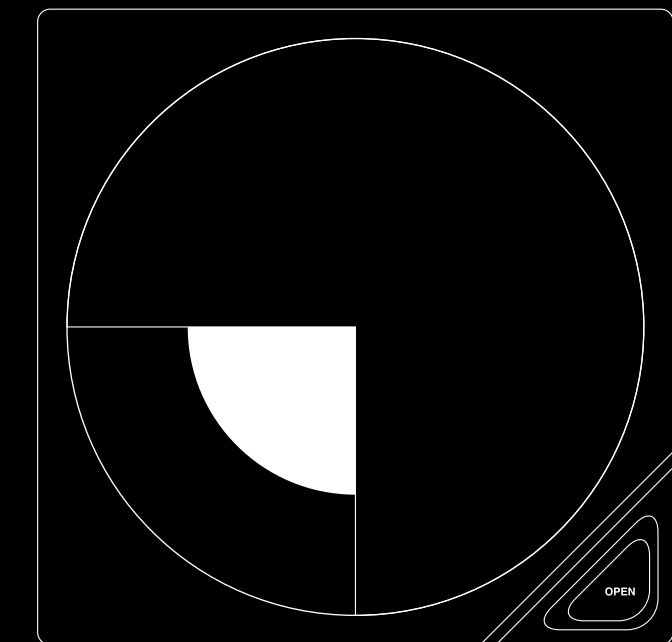
1992

Sony realises the short-lived MiniDisc 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.

