

Lejonklou HiFi

Who, What, Where and Why?

Who is Lejonklou HiFi?

Lejonklou HiFi is the company created by Fredrik Lejonklou to create home audio reproduction components of the highest musical quality attainable, and to do it at realistic prices. In essence Lejonklou HiFi is Fredrik Lejonklou as he is the originator, designer and final inspector of all Lejonklou HiFi products. Fredrik has been involved in electronic design and service for decades. He studied electronics at Uppsala University, the oldest university in Sweden and a top research university. Interestingly, while there he also studied physiotherapy and is a licensed physiotherapist, as he wanted to remain balanced with ongoing interests in technology and physiology.

Fredrik has held positions involving sales, installation and service in both the computer industry and at one of the premier home audio dealers in Sweden. While at the latter he was able to enjoy his passion for well-reproduced music and to help others to achieve the same. He developed a truly fine ear, always concentrating on items of musical importance rather than just sonic impressiveness, and became one of the most skilled at getting the best out of his customers' systems. In the course of this he developed advanced techniques of doing such seemingly simple things like soldering together interconnects and speaker cables. Here he investigated the musical effects of different solder and even different soldering temperatures on the resultant performance for the cables. His solder and custom made cables continue to be popular items throughout Europe.

In this process he started to feel there was too much concentration in the home audio industry on chasing the money from the richest customers and making ever more expensive components with too much emphasis on appearance and too little on musical quality. An example of this led to his first products. Fredrik felt that some modestly priced Moving Magnet (MM) cartridges, particularly the Linn Adikt, were underrated by the Hi-Fi press and dealers alike due to the, sometimes falsely, perceived superiority and cachet of Moving Coils (MCs). Because of this it seemed that nobody was really putting much energy into making phono stages that would get the most out of MM cartridges using the best parts and construction practices. Instead they seemed to spend their energy on more expensive MC phono stages where MM cartridges were more of an afterthought or not catered to at all. This led to the Slipsik, now in version 5.1, which has been hailed in reviews as possibly the best MM only phono stage available and has been very popular with those wanting the most musical sound from the more accessible MM cartridges.

What is Lejonklou HiFi?

Lejonklou HiFi is a company created to allow Fredrik Lejonklou to design, manufacture and deliver Honest HiFi to the music lovers who enjoy quality music reproduction in the home. While Honest HiFi is Lejonklou's motto it is more than that – it is Fredrik's passion. Honest HiFi means many things that are exemplified in Lejonklou HiFi

products. It means that Fredrik will never use the most fashionable or most expensive RCA connector, speaker connector, capacitor, fuse, wire, resistor, etc. because they are fashionable, expensive or popular. He will not manufacture a “watch-like” case of fancy machined aluminum and/or other metals with egregious knobs, dials, lights and buttons. Instead he carefully researches the actual quality of every single part and device to determine the most musical items to incorporate in his designs and the proper direction for their installation. And he will experiment with virtually every possible parameter, involving hundreds or even thousands of listening tests to create the most musical products. How far does Fredrik go in the pursuit of the most musical components? How about auditioning thirty-something metal washers that go under the screws that hold the circuit boards in his amps in place? Yes there were audible, musical differences as there were in which direction of the washer faced up and how much torque was used to fasten them down. Indeed, Lejonklou HiFi Sagatun preamps and Tundra power amps have a label inside listing the proper torques to be used for the most musical performance of all the fasteners including those to hold on the outer casework (and yes, they do have a musical impact). This is just one example of the extent Fredrik goes to in order to bring you Honest HiFi. Here’s another one: every Lejonklou Sagatun and Tundra is run in and Fredrik adjusts the internal power supplies by ear to the optimum musical setting as an average setting isn’t deemed good enough. And every unit is then compared to the original manufacturing prototype, which it must equal or exceed to be packed for shipping.

But Honest HiFi means more than just using the best parts and casework, in the best manner for musical quality, without spending thousands extra for “jewel-like” appearance. It also means Fredrik eschews the standard industry procedure of coming out with new models every few years in order to get new reviews and keep the company name in the public eye. Many a product from other companies has received a “face-lift” and model number/name change, with little or no change in the performance of the component, in order to be seen as creating something “new”. This procedure has been used at times even by some of the most respected names in the industry. This is not the way of Honest HiFi and it is not the way of Lejonklou HiFi. Instead Fredrik attempts, wherever possible and practical, to make his components upgradeable. Like any great designer, Fredrik discovers new ideas as he works on a new product and many times those ideas are applicable to other designs. So as time and energy allows these ideas are tried and, where they provide a real musical improvement, they are implemented into current production and are made available as an upgrade for existing units. This way your Lejonklou HiFi product is protected from becoming obsolescent. The Slipsik 5.1 phono stage, one of his original products and the Tundra 1.2 stereo power amplifier are two examples of protecting customer’s investment with upgrades to latest specification available for a modest fee based on the actual cost of parts and labor.

Finally, to Fredrik Honest HiFi also means honest pricing. It will be no secret to anyone who has watched the prices of the most expensive hi-fi equipment become ever more stratospheric that the days of pricing audio components based on the actual cost of manufacture are long gone for many designers and manufacturers, even by a many of those who used that reasonable method in the past. After all do you really believe that it

actually costs \$30,000 in parts and labor to make that \$150,000 power amplifier or speaker pair? Or that it costs \$4000 in parts and labor to make a \$20,000 phono cartridge? It did used to be that the general expectation was that the cost of parts and labor to make a component would typically be about 20% of the retail price with the balance of the price going to cover other costs such as warranty service, R&D, packaging, shipping, advertising, etc. and profit for the manufacturer, distributor and dealer. However, this has all to often been replaced, especially for what are supposed to be the top performing products, with pricing based on “perceived value”. What is perceived value? Simply it means: “What can we make the public believe this item is worth?” “If we price this at twice what we normally would will we sell more because people will think it is worth more?” “If we give it the look of a fine Swiss watch will we be able to sell it to those more interested in “Audiophile Jewelry” than musical quality and therefore assure our success.” This really is how much home audio equipment is now designed and priced – not based on how much it is actually worth, either musically or physically, but on how much they feel they can get away with selling it for.

This is not the Lejonklou HiFi way. It is not Honest HiFi. Lejonklou products are priced based solely on the cost of manufacture and a fair and reasonable profit for those involved in selling it: Lejonklou HiFi and its distributors and dealers. This is why Fredrik can’t say what a new unit will sell for before the design is finished and the first units built. There is no specifically targeted price. Only once the design is finalized and production samples are made will Fredrik have the actual production costs to price it. You can be assured that it will be as reasonable as possible.

Where is Lejonklou HiFi?

I hear you say, “finally a question that can be answered simply and briefly”, and you’re right! Lejonklou HiFi is based in Uppsala, Sweden. Manufacturing is in Eastern Europe with final assembly, fine-tuning and performance testing done in Sweden.

Why Lejonklou HiFi?

Because Lejonklou HiFi is Honest HiFi. Honest construction using the best parts without an extra penny spent that doesn’t go towards the highest attainable musical performance. Honest design with longevity and upgradeability designed in from the beginning. Honest pricing based on the actual cost of production. Honest HiFi to give you the highest levels of musical reproduction with unprecedented levels of performance for the money in simply but beautifully constructed components designed for long life and affordable upgradeability.

In Fredrik’s words: “Our Mission with every product is to beat everything in its price range. Nothing else shall give you more musical enjoyment!”

Lejonklou HiFi “It’s All About The Music”