



# PRESS RELEASE

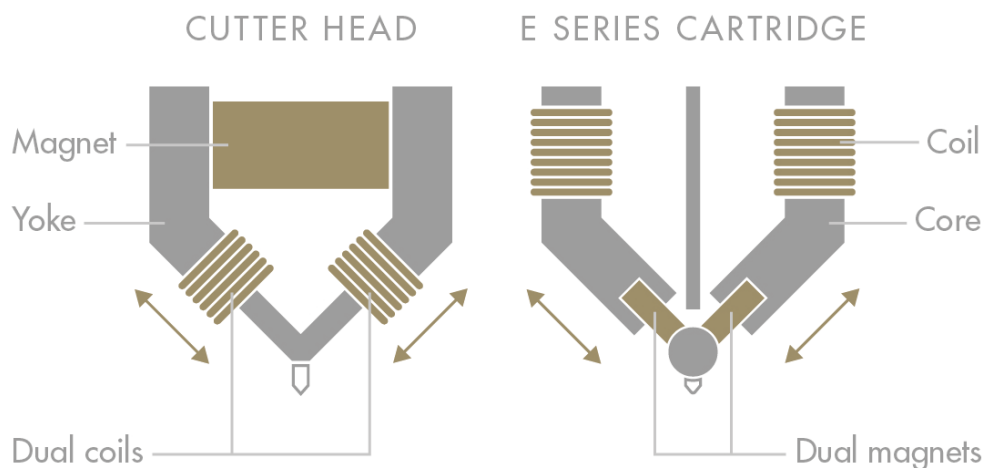
**Goldring Bishops Stortford UK 11 July 2017.** Goldring is starting to ship its new E Series Moving Magnet cartridges; a range of high performance, premium quality, British designed products for the resurgent turntable market.

The E Series, is a range of three cartridges which are designed to deliver the accuracy of the original recording, to maintain the creative nuances, and to communicate the musicality and rhythm the artist intended the audience to hear. The Goldring E Series are optimised for the medium to high mass tonearms found on the majority of reasonably priced turntables.

## Magnetic Duplex Technology™

All cartridges in the range use Magnetic Duplex Technology™, which lowers crosstalk and hence increases stereo separation.

During the record mastering process the cutting lathe records stereo information as a 'V' shaped groove which has perpendicular side walls angled at 45°.



Conventional moving magnet cartridges use a single magnet that interacts with two vertically mounted coils to produce a stereo signal from the groove. This can introduce crosstalk and so only offers a modest amount of stereo separation.

The Goldring E Series cartridges feature a special dual magnet arrangement. Magnetic Duplex Technology™ uses two low mass magnets which interact only with their partnering pickup coil, angled at 45° to match the cutting head arrangement. This enables the cartridges to more accurately trace the record groove because they precisely emulate the geometry of the cutting head, making for better stereo separation and a more accurate, involving and musical soundstage.



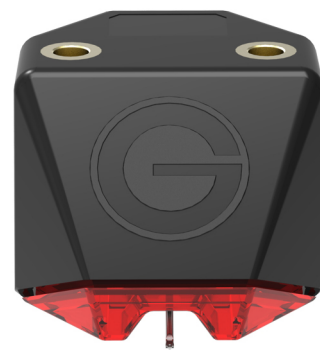
## The E Series

Featuring spherical styli with a choice of cantilevers, the E1 and E2 models are ideal as an improved replacement for any budget, pre-fitted or obsolete cartridge. The E3 model with its refined elliptical stylus is a worthwhile upgrade for those wishing to squeeze even more information and detail from the record groove.

### The E1

Features a bonded, spherical (0.6 mil) stylus with a round shank. This makes the cartridge extremely forgiving of set-up adjustment. Also features a carbon reinforced ABS cantilever tube, an effective alternative to more premium aluminium or boron materials, producing comparable results in most entry level hi-fi applications.

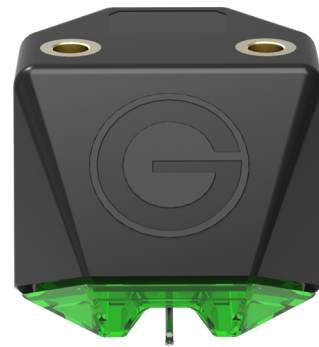
Approximate Retail Price £60 €70



### The E2

Features the same stylus profile as the E1 but with the additional benefit of an upgraded aluminium cantilever. This is both stiff and light weight allowing the stylus to more accurately trace medium to high frequencies offering more detail and reducing distortion and mis-tracking during loud passages.

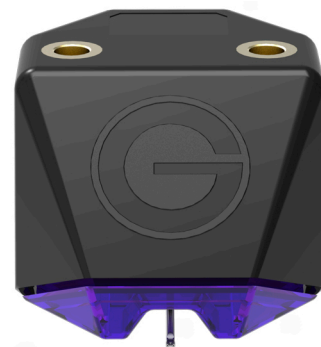
Approximate Retail Price £80 €100



### The E3

Utilises the same aluminium cantilever but benefits from a superior bonded, super-elliptical (0.3 x 0.7 mil) stylus. This gives it superior high frequency groove detail retrieval ability over ordinary elliptical (0.4 x 0.7 mil) or spherical (0.6 mil) styli due to its smaller front to back radius. Its main effect is the reduction of sibilance, especially in high level vocal recordings.

Approximate Retail Price £100 €130





## Technical Specification

### Model Variations

Model name:	E1	E2	E3
Product code:	GL0054	GL0056	GL0058
Colour:	Red	Green	Violet
Cantilever:	Carbon A	Aluminium	Aluminium
Stylus profile:	Spherical	Spherical	Elliptical
Stylus radius:	0.6 mil	0.6 mil	0.3 x 0.7mil
Replacement stylus:	GL0055	GL057	GL059

### Electrical Characteristics

Load resistance:	47 k $\Omega$
Load capacitance:	100 – 200 pF
Internal inductance:	400 mH
Internal resistance:	410 $\Omega$

### Transducer Characteristics

Frequency range:	20 Hz – 20 kHz
Channel balance:	1.5 dB at 1 kHz
Channel separation:	>20 dB at 1 kHz
Sensitivity:	3.5 mV (1 kHz @ 5 cm/sec)
Static compliance:	20 mm/N
Vertical tracking angle:	20°

### Mechanical Characteristics

Cartridge mass:	6.9 g
Fixing centres:	12.7 mm (0.5 in)
Playing weight:	1.5 g – 2.5 g (2.0 g recommended)

## Goldring established in 1906

The Goldring story began in 1906 with the manufacture of clockwork motors, springs and steel needles. This expertise was utilised in the 1920s for the production of Goldring Soundboxes, and later electro-magnetic gramophone pick-ups, and carried on into the 21st century with the release of the flagship Legacy Series moving coil phono cartridges, which are still handmade in Hertfordshire, UK.

### For more information, or review samples contact:

**Images:** <https://www.dropbox.com/sh/z7shrm7qdgya517/AABABQObLb1QObI-cxd2dXu7a?dl=0>

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