

# Primare

First founded in 1985 by industrial designer Bo Christensen, Primare's is perhaps one of the most recognisably Scandinavian brands in audio. Its combination of minimalism and good performance all point to a Swedish brand.

So, when Primare uses a Swedish word to describe its ethos, perhaps we

shouldn't be too surprised. That word is 'Lagom' (pronounced 'laah-goam') and roughly translates to 'just the right amount.' In Primare's world this means keeping everything in balance, harmony and proportion, and that the music – rather than the technology or the box in which it comes – should be the focus of audio.

To this end, Primare employs a very modular approach to its product design, such as its latest Ultra Fast Power Device module (used throughout the range), which shows what Class D can do in the hands of very competent design engineers.

[primare.net](http://primare.net)

