

**PRESS RELEASE**  
for immediate attention  
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**New Furutech SK-Filter gently lifts away static  
from your records as they spin**



Japanese cable and accessories experts Furutech add to their acclaimed range of static charge eliminators with the new SK-Filter, conveniently designed to remove unwanted static build-up from the surface of records as they play.

It's an unfortunate fact that as vinyl records spin on turntables, friction with the air causes them to constantly gain a static charge. In fact, a record's level of frictional static electricity can reach up to anywhere between 3,000V and 20,000V. Enter the audiophile's arch enemy: electro-static noise interference, with its compromising effects on sound quality.

Furutech's revolutionary SK-Filter solves the problem 'in situ'. As the record spins on the turntable, this neat little device gets to work sending static electricity packing.

The SK-Filter uses a patented material, Thunderon®, which consists of a very fine acrylic fibre chemically bonded with copper sulfide. The resulting conductive filament has the ability to discharge static electricity into the air whenever static-charged material approaches – so the SK-Filter's fibres do not need to touch the record. Rather, they are positioned a millimetre or two above the record's surface thanks to an easy-to-use stand which is fully adjustable to complement a wide range of turntable set-ups.

In developing the SK-Filter, Furutech's audio design team undertook their usual process of painstaking research and development. Thunderon® was crafted into a thread-like material, strands of which were then knitted together to form the brush's fibres. The precise combination of fibre length, quantity and density specifically required to effectively eliminate static from the surface of a record was exhaustively tested to identify the perfect balance.

Their goal? Silence. In eliminating surface static, the SK-Filter reduces the noise floor, allowing you to enjoy your music on vinyl with full, unrestrained resolution.

## Pricing & availability

The Furutech SK-Filter LP static eliminator is available now priced at £350 (including VAT).

## Consumer contacts for publication

[www.furutech.com](http://www.furutech.com)

### UK distributor:

Sound Fowndations	Tel: 0118 981 4238
Aldermaston	Email: <a href="mailto:info@soundfowndations.co.uk">info@soundfowndations.co.uk</a>
Berkshire	Web: <a href="http://www.soundfowndations.co.uk">www.soundfowndations.co.uk</a>

## About Furutech

Founded in 1988, Tokyo-based Furutech designs and manufactures an extraordinary range of analogue and digital, power and coaxial A/V cables and related accessories. The company also offers a full line of elegantly engineered and designed power distribution and filter components, and makes a wide range of the highest quality OEM A/V connectors and other signal transfer parts including power, speaker, IEC and specialized hyper audio quality outlet receptacles.

Furutech's 'Pure Transmission' design concept seeks to improve every element of audio signal transmission, from the AC to the speaker. All metal components are treated with Furutech's proprietary 2-Stage Alpha Cryogenic and Ring Demagnetization Process during manufacture, ensuring the lowest achievable levels of distortion and noise.

## Press contact

For more information, product samples or high-resolution print-ready images please contact David Denyer on 07976 646 404 or [david@ddpr.co.uk](mailto:david@ddpr.co.uk).

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