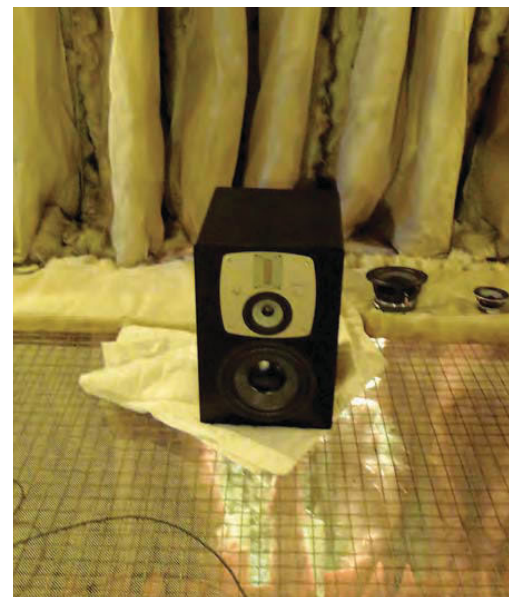




The Eve team celebrating five years at Pro Light & Sound 2016



Testing speakers in the anechoic chamber

Five year plan

Eve Audio has grown from a fledgling company to an established brand in just five years. **James Ling** charts its progress

WHEN YOU WALK IN TO EVE

Audio's Berlin facility, it does not feel like the home of a company that is only five years old. Everything from the smartly equipped offices to the acoustically treated showroom and the well-appointed production line to the on-site acoustic lab scream of a much more established brand. Local knowledge, perseverance and a good deal of talent have helped the company get to where it is, and

as they reminisce over the first five years of business, company founders Roland Stenz and Kerstin Mischke will happily admit that it has been quite a journey.

'You have to take into account that when Eve was founded, the world was not really desperate for another loudspeaker company,' smiles Ms Mischke. 'To make it through those five years from a newcomer to a brand which people talk about and

start recommending, that's quite cool. Five years sounds little and if you look at our competitors it is little, but we managed five years and it's a great start.'

Part of this good start can be put down to a certain amount of luck along the way. For example, the company's headquarters in the former East German state broadcasting facility was selected partly due to its location, but also because of the pre-existing facilities Mr Stenz knew were available there. Not many five-year-old companies can boast their own anechoic chamber or reverberation room. Yet Eve has both as a result of carefully selecting the site it chose to call home. 'We are happy that we have the ability to do proper product development in-house and not have to use external facilities,' says Mr Stenz. 'The anechoic chamber means we can do all the R&D work at a very high-level.'

While having this facility has been advantageous to the fledgling company, the planning and development that went into its launch was also critical to its early success. 'It was the idea from the beginning to have a complete line of products available immediately,' says Mr Stenz. 'We were able to launch with a full range and it was a strong statement to the market.'

Of course, while having good products is essential to any new brand, there is much more to generating success than this. Finding the right partners was

critical to making sure the business would be viable.

'Due to my background, it was not too challenging to find the right distribution partners around the world,' recalls Ms Mischke. 'I knew who the A class distributors were, so I knew who I would love to talk to. Roland was highly regarded as a backbone of a well-known company, so that combination made Eve quite attractive.'

'We consider ourselves to be lucky to be in such a position because we also get great support from our distributors,' she continues. 'Most

countries and the key markets. There are still some markets that need to be developed for whatever reason, but to have a stable sales business without pushing someone or being a pain, that is from my point of view a very important goal we are achieving right now.'

While many would forgive the company for taking some time to rest after its rapid growth, the founders recognise that there is still much that can be achieved. 'Over the next five years we are looking for constant growth and to establish Eve Audio more as a pro audio company with a name in the field,' states Mr Stenz. 'From my point of view, constant development will happen and we'll look for new technologies.'

'There are still possibilities to grow, there is still a lot of work to do with our distribution partners and there are still countries where we don't have a distribution partner yet,' adds Ms Mischke. 'We haven't found the right partner in the Middle East yet, there are still some countries in Asia which are up and coming markets where we need people.'

As the manufacturer continues to look to the future, Mr Stenz allows himself a moment to reflect on the first five years and sum up what he feels has made Eve a success. 'I think what is needed in a company is that the complete package is right,' he concludes. 'We all need to have good products but you need more than just that. What we have in Eve is a motivated and passionate team of highly skilled and highly trained people, we have good support from our distributors and we have good quality control for our products, and a strong social media presence, gives a complete package. I think that is needed to establish a company and it seems that we have been quite successful in this way.'



Eve's High Five party

of the companies I wanted to talk to showed up in the beginning and then you just have to continue to support them and they will support you. It's not a monologue, it's a dialogue.'

This support is most clearly seen with the position that Eve finds itself in now. 'The other day I realised that we had come to that 80-20 percentage rule that you do 80 per cent of your business with 20 per cent of your customers and 20 per cent of your business with 80 per cent of your customers,' reveals Ms Mischke. 'We are now reaching that point which means that we have a stable base of distributors that we can count on constant business to come from every single month. All the rest is a nice add on, but there is a group of distributors who establish themselves as the key partners. And weirdly enough they are in the key



The Eve manufacturing facility



SC310s on the production line in Berlin