

Product Series Announcement

Piega Premium Gen2

Elegance, Powerful Sound, and Audiophile Resolution Combined

Didcot, Oxfordshire – 19th February 2025

The Premium speaker series from Piega, the specialist Swiss loudspeaker manufacturer, aims to seamlessly integrate high-quality speakers into modern living spaces without compromising on form or function. This objective has now taken a further step forward with the brand new **Premium Gen2** speaker offering, released into the UK market by Henley Audio.



The two models currently in the Premium Gen2 speaker range – the bookshelf Premium 301 Gen2 and the floor standing Premium 701 Gen2 – combine the highest quality driver technology, top Swiss craftsmanship, and a luxurious design that fits perfectly into modern living rooms. Thanks to the newly developed ribbon tweeters, the new models play with unmatched precision, spatial clarity, and detail like no other slim Piega speaker has achieved before.

Key features of Premium Gen2 speakers include:

- ✓ **NEW** RM 01-24 ribbon tweeters.
- ✓ **NEW** bass and midrange woofers.
- ✓ Bass reflex cabinet designs.
- ✓ Seamless aluminium chassis shape, derived from the superior Coax series.
- ✓ Elegant aesthetic, overseen by renowned designer, Stefan Hürlemann.
- ✓ Made with pride in Switzerland.

Premium 301 Gen2: £2,500.00 (Silver) / £2,750.00 (Black / White) (SRP)

Premium 701 Gen2: £5,600.00 (Silver / Black) / £5,700.00 (White) (SRP)

Piega Premium Gen2 speakers are shipping in the UK during Spring 2025.

Piega Premium Gen2 *in detail*

The Rolls Royce of Ribbon Tweeters

The two models of the Premium Gen2 series are equipped with the newly developed RM 01-24 series ribbon tweeters. These super-symmetrical dynamic drivers (SSD) were inspired in their design by the successful Coax Series tweeters and, thanks to dual magnetic levels in front and behind the foil diaphragm, are significantly more dynamic than previous Premium speakers that used rear-driven foil only. The "RM" moniker honours the tweeter's inventors, Roger Kessler and Mario Ballabio.



"The new planar magnetic tweeters set new standards in terms of refined, dynamic, and precise sound," says Roger Kessler, Head of Development at Piega. Mario Ballabio, responsible for production, proudly adds, "We handcraft the ribbon tweeters entirely in our own factory – they are the Rolls Royce of tweeters!"

A New Standard for Elegance

Renowned designer Stefan Hürlemann, responsible for the design of the Premium Gen2 speaker series, sought a clean industrial look with a subtle appearance. The removable front grille is now gently curved to harmonise with the casing, with unnecessary edges and joins eliminated for a unified design language. The anodised aluminium versions of the Premium Gen2 series have a sandblasted matte finish, appearing even more harmonious under light than their brushed predecessors.

Classic Speaker Technology in Handcrafted Quality

All Premium Gen2 series cabinets are made from seamless aluminium profiles and feature an inner wood matrix that enhances the acoustic performance. Combined with the company's exclusive damping material, derived from the Coax series, this design achieves a sound quality previously thought impossible with conventional aluminium enclosures.

All models are available in anodised silver or black with a matte sandblasted finish, as well as in white lacquer. They also proudly bear the globally valued "Made in Switzerland" seal, which stands for the highest quality and precision craftsmanship.



Compact and Powerful: Premium 301 Gen2

The Premium 301 Gen2 is the ideal choice for music lovers seeking high-end sound from a particularly compact speaker form. Compared to its predecessor, the casing is slimmer and more visually harmonious, with fewer edges and seams for a less obtrusive appearance that blends better with living environments. The newly developed woofer and specialised bass reflex tuning provide deep bass that will delight music lovers, without any acoustic compromises. The Premium 301 Gen2 can be used with a separate stand or placed on sturdy surfaces.



Dynamic and Elegant: Premium 701 Gen2

The Premium 701 Gen2 delivers room-filling, detailed sound even in larger spaces. To achieve this, Piega's developers have, for the first time, created a speaker of such slender design in full-fledged 3-way technology with four active drivers. The new midrange and bass drivers are optimised for their specific roles, setting new standards in dynamics, precision, and spatial imaging. For better integration into living spaces, the Premium 701 Gen2 stands on a round base that is visually separated from the casing, creating the impression that the speaker is floating.

Technical Information

	Premium 301 Gen2	Premium 701 Gen2
Design:	2-Way Bookshelf	3-Way Floorstander
Ideal Amplifier Output:	20 – 200W	20 – 200W
Sensitivity:	89dB	90dB
Impedance:	4Ω	4Ω
Frequency Range (± 2dB):	39 – 50,000 Hz	34 – 50,000 Hz
Drivers:	1 x 140mm FSD-M Woofer 1 x RM 01-24 Tweeter	2 x 140mm FSD-Woofer 1 x 140mm FSD-M Woofer 1 x RM 01-24 Tweeter
Connections:	Piega Multi Connectors II	Piega Multi Connectors II
Dimensions (W x H x D):	310 x 170 x 228mm	1115 x 170 x 228mm
Weight:	6.1kg	20.9kg
Available Finishes:	Silver Sandblasted Aluminium Black Sandblasted Aluminium White Varnish	Silver Sandblasted Aluminium Black Sandblasted Aluminium White Varnish



Notes for Editors

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PIEGA S W I T Z E R L A N D

About Piega

Two unique characters with a shared passion for hi-fi founded the Piega loudspeaker workshop over 35 years ago in a garage. Kurt Scheuch focused on pioneering loudspeakers with an unsurpassed sound quality. Leo Greiner on the other hand was famous for his exceptionally attractive designs. A perfect team for long-term success.

Today, Piega SA produce a wide range of globally recognised and critically praised products from their headquarters on the edge of Lake Zurich.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support, and warehouse teams to offer the full turn-key solution for suppliers. The brands we represent are not only highly regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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