

MAGICO QUARTERLY

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Magico LLC
3170 Corporate Place
Hayward, CA 94545
1-510-649-9700



Magico's New Facilities

In January Magico moved from our old facility in Berkeley to our new 20,000 square foot, state-of-the-art campus in Hayward. This move took an extreme level of logistics and forethought to physically merge engineering and administration with manufacturing, both previously located in separate locations about 50 miles apart.

Today Magico's heart, brain, and soul all live underneath one roof allowing Magico to be a fully vertically integrated manufacturer. This, in turn, allows Magico to create even better products, offer greater quality control and an even higher level of service. Our first two newsletters will feature our new headquarters and offer a snapshot of the advantages that our new facility presents.

Magico's new 20,000 sq. ft. campus.





Magico-trained machinist operating three of Magico's five massive CNC production plants.

Magico is Created In-House

At Magico nothing is left unturned, no shortcuts are taken – the “it’s good enough” attitude simply doesn’t exist. However, this also means that Magico must have complete control over the entire manufacturing process, from component parts to assembly. This method requires a massive undertaking both in terms of built-in infrastructure and investment.

75% of our new campus is dedicated to the manufacturing process. With a significant portion of Magico’s square footage committed to the machining of component parts, the majority of the heavy-lifting is done by the five CNC production plants featured in the production facility. These tools are in constant motion, and they’re responsible for turning out nearly all of the individual parts that find their way into Magico products.

Magico employs more than a dozen highly trained full-time machinists. These employees are highly specialized and dedicated to their specific craft, providing Magico with the abilities of translate ideas and concepts into designs to fabricate prototypes, and manufacturing the whole product without outsourcing. The result is a quality product that is second to none in our industry.



Production and fabrication - Breathing life into Magico's world class products.

The Assembly

All assembly work is completed by Magico-trained technicians. Our teams of technicians work on each Magico creation from component-parts all the way to the completion of the finished project. This ensures that each final Magico product meets the highest of demands and that each technician is highly invested into the pride of assembly.

The assembly area within the new campus also comes with a series of improvements. A considerably larger area with better work station layout dramatically improves work flow. The resulting process optimizes efficiency and improves quality control of our products.

The Q-Series is the most sophisticated family of loudspeakers that Magico has ever made, both in the engineering and design of the product and in the sophisticated approach to assembly. For example, a pair of Q7 cabinets consists of nearly 2,000 individual pieces with every part assembled in specific order to within 60 microns in tolerance, this requires nearly 50 hours of care and attention to complete - The end result is world class!

Magico-trained technicians assembling product. Each technician owns their projects from beginning to end.



The Laws of Physics

Magico has received a tremendous number of inquiries from both consumers and dealer/distributors regarding spikes. There are a few things that we believe our partners must know. To start, Magico engineers an extremely rigid sealed-box cabinet. This is one of the many technologies which create the Magico advantage. The premium-quality stainless steel spike systems, which are provided with every speaker system are designed and engineered to exhaust unwanted stored energy but also to set proper height. Every element of the supplied spikes, from the material choice, size, threading and thread-depth, are engineered into the speakers from the beginning stages. The spike systems are as important as any other part of Magico speakers and must be properly coupled to the surface they are placed on. We do not encourage the use of any other feet to couple your speakers to the floor.

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Jon Baker • Sales Extension 114 | Irv Gross • Sales Extension 104 | Lihn Huynh • Accounting Extension 107
Tony Perez • Logistics Extension 103 | Dave Shackleton • Production Manager Extension 102 | Tuan Trinh • Controller Extension 109
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