

The audio manufacturer makes tradition its strategy

05/06/2018 For music lovers with a fine ear, the brand name Burmester stands for high fidelity - in the classical sense.

The Berlin manufacturer, a family company, enjoys an excellent reputation worldwide for its audio equipment. They cost a fortune and have little in common with ultramodern mass-produced electronic goods. Nevertheless: The traditional product with premium quality is in demand. To ensure that this remains so, the company wants to break new ground, yet at the same preserve tradition, virtues and its distinctiveness. Marianne Burmester and her Managing Director Andreas Henke are supported in the decisive steps by Porsche consultants.

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