

Russ Andrews Accessories Ltd.

2B Moreland Court

Westmorland Business Park

Shap Road

Kendal

Cumbria

LA9 6NS

29 March 2016 [www.kimberkable.co.uk](http://www.kimberkable.co.uk)

PRESS RELEASE

for immediate attention

**Selecting the best turntable connection with the TT-1™ cable**

Russ Andrews is introducing a dedicated turntable RCA phono cable to bring the sonic benefits of Kimber Kable to owners of the many turntables fitted with phono socket outputs.

With the huge resurgence in turntables witnessed over the past couple of years and the monumental rise in sales of vinyl, Russ Andrews has developed the TT-1 cable to help this new wave of vinyl enthusiasts get the best out of their turntables. A fully shielded design, derived from the Kimber Kable flagship Select range, the high-purity copper coax geometry uses a multi-stranded core to optimise transfer of the analogue music signal. The TT-1 forms part of the Russ Andrews “Made with Kimber Kable” range of products – specialist cables that are exclusive to, and can only be purchased from, Russ Andrews. All models are hand built in the UK using Kimber Kable for superb performance and come with the 25-year Russ Andrews warranty and 60-Day Money Back Guarantee.

By designing the cable with a shielded construction, the TT-1 is suitable for use with both moving magnet (MM) and moving coil (MC) cartridges. It is also particularly suited for use with valve equipment, where using a shielded interconnect eliminates potential hum problems.

Fitted with Kimber’s UltraPlate™ Phono plugs, the TT-1 is also available with optional burn in, DCT (deep cryogenic treatment), Super Burn In and with the company’s MiniZap technology incorporated into the cable.

 …/

Many modern turntables no longer require a dedicated ground connection, but for those that do, Russ Andrews is including a separate 2.5mm2 grounding wire fitted with 4mm spade terminals with the TT-1, making it suitable for use with a vast range of turntables.

Peter Bevir, head of product development, says, “No one can have missed the vinyl revival, it’s the story on the lips of so many and is blazoned across social media on a daily basis. The figures for vinyl album sales from the bpi and turntable sales from GfK show just how popular this, arguably purest, form of music reproduction is. So we thought, ‘with so many people enjoying what vinyl has to offer why not help them get the most out of their collections and new turntables?’ ” He continues, “The TT-1 is a cost effective means of connecting a turntable to a phono-stage - or direct to an amplifier if either unit has a built in phono-stage - that really allows the music to shine and highlight just why vinyl is such a good medium for musical enjoyment.”

TT-1 is available direct from Russ Andrews at [www.kimberkable.co.uk/tt-1-turntable-interconnect](http://www.kimberkable.co.uk/tt-1-turntable-interconnect)/ and prices start at £104 for a 0.5m pair.

Ends. No embargo

© Red Sheep Ltd. 29 March 2016

Media contact: Phil Hansen

 07813 893525

 phil@redsheep.co.uk

Russ Andrews contact John Armer

 01539 797300

 john.armer@russandrews.com

# Notes to editors

Russ Andrews is a hi-fi and home cinema company, founded in 1986.

Based in Cumbria, UK, the company designs, manufactures and sells its products from its Kendal headquarters, employing 12 people. The product range includes Hi-Fi and Home Cinema mains cables, interconnects, speaker cables, supports, accessories and Hi-Fi equipment. As well as manufacturing its own Russ Andrews brand products, the company is the sole UK distributor for the well-regarded US specialist cable company - KIMBER KABLE. It also sells products from Ruark Audio, selected Meridian products, Ringmat, AKG and WBT connectors among others.

Russ Andrews’ product range has been built up since 1986, with many products designed by chairman and technical director Russ Andrews, who has over 40 years experience in the hi-fi industry. Russ originally started out as a hi-fi dealer, becoming a Research and Development consultant for several major British manufacturers, before setting up his own company.