



Koetsu Reborn: Analog2Fidelity Resurrects Iconic Phono Cartridge Line with Original Artisans

Revived with the Original Craftsmen, Koetsu's Signature Sound Lives on Through Analog2Fidelity's Faithful Continuation

Munich, Germany—May 15, 2025—The legendary Koetsu brand, famed for its handcrafted phono cartridges and beloved by audiophiles around the world, is officially back. Following the passing of the founder's son, Fumihiko Sugano, [Analog2Fidelity](#) has respectfully revived this iconic name in analog audio.

Staying true to Koetsu's legacy, Analog2Fidelity has brought together the original team of master craftsmen and trusted suppliers who have built Koetsu phono cartridges for over 40 years. With access to authentic materials and proprietary tools, the newly produced models preserve the unmistakable sound, artistry, and spirit that made Koetsu a legend.

"This isn't a reimagining or reinterpretation," said Arturo A. Manzano, CEO of Analog2Fidelity. "It's the continuation of the same tradition, carried out by the very hands and minds that made Koetsu what it is. We're not just bringing back a product—we're preserving a legacy."

HIGH END Munich 2025 Showcase, Distribution Opportunities & Partnership

Analog2Fidelity will officially debut the revived Koetsu product line at HIGH END Munich 2025, May 15-18, at the MOC Event Center in Munich, Germany, featuring:

- Urushi Vermillion Cartridge
- Urushi Wajima Cartridge
- Urushi Tsugaru Cartridge
- Urushi Gold Cartridge
- Urushi Black Cartridge
- Rosewood Signature Cartridge

All models will be available in Room A 4.2, F231f, where Analog2Fidelity will be partnering with AXISS Europe GmbH to deliver a world-class demonstration experience.

In addition, worldwide distributorships will be assigned at the show, offering a rare opportunity for dealers and partners to become part of Koetsu's next chapter.

About Analog2Fidelity, LLC

Analog2Fidelity, LLC is dedicated to the preservation and advancement of high-end analog audio. With a deep respect for craftsmanship and sonic purity, the company seeks to honor legacy while shaping the future of analog listening experiences. For more information, visit analog2fidelity.com.