



Interview with Roger Haller, the founder of a.c.haller AG

a.c.haller interview

Who is actually behind a.c.haller? What could be more obvious than to ask the founder of the company, Roger Haller, about it.

a.c.haller AG was founded in autumn 2021 by eight people. I got hold of them back then, in the middle of the pandemic, because I finally wanted to make my dream of inventing and manufacturing turntables of the highest quality a reality. At that time I had developed a largely finished high-end turntable, the TA-7, so that the time seemed ideal to me to start this project on a larger scale.

How did it get to the point that eight people now have shares in the company?

I really wanted the company to have a broad base, not only financially but also ideally. I have known all the shareholders for many years as friends and it is very important to me that there is someone who supports the project and gives me a guide as to where the journey should go. In addition, I can benefit from a large pool of know-how.

Of all turntables. What connects you with this product? Is there a story behind it?

Oh yes - a very long one. It goes back to my youth. I came to Hi-Fi in my early youth. My older brother had a girlfriend with a puppy, a Pekingese. I sometimes picked him up after school for a walk around the houses. After that I clicked on my brother's stereo and put on record after record until he came home and chased me out of the room. It quickly became clear to me that I wanted my own hi-fi system, so I delved into the subject and studied heaps of brochures and specialist magazines.

That means that the sparks jumped over you at that time. Did that have any other consequences?

Yes, at that time I was faced with the decision of where to go professionally. It was clear to me that I wanted to learn precision engineering and start manufacturing turntables immediately after the apprenticeship. I had already built a tone arm back then and had big plans. But that was exactly when the CD began its

triumphal procession and it was pretty clear that the time of the vinyl record was over and that my dream was buried with it.

That's it then with your liaison with the record. Or not?

Not at all, after the end of the apprenticeship I started a record business with a friend, and later also traded CDs. That went quite well and at the same time I kept tinkering with my hi-fi hobby. I also forced my uncle, who was a pilot, to bring me hi-fi equipment from Singapore. So I was soon able to afford my first hi-fi system, because the prices there were half as high as in Switzerland at the time.

Where did you get the tools to make turntables? There's the finest technology behind it.

My technical profession gave me the basis for this. In addition, I studied books on the subject and everything related to it in general. I also continued my education, also in business administration. In the meantime, I joined my father, who operated me-



chanical engineering and was also very intensively involved in development there. This right from the start with CAD. At that time, technical drawing with the PC was still in its infancy. Today I consistently draw in 3D with up-to-date software, which allows excellent results, not comparable to those in the early years. More exciting professional years followed, during which I worked nationally and internationally in sales and as an association official. For 15 years I have also managed a metal workshop in which we manufacture precision parts for Formula 1 and space travel, among other things.

The implementation of the construction up to the end to a high-quality product is certainly very demanding. How do you go about it at a.c.haller?

Based on the 3D files, we manufacture all metal parts on CAM machines at our site. We have a number of modern machining centers and turning centers at our disposal for this purpose. For the compound parts, we rely on suppliers from Germany and France who have proven specialist knowledge. An engineer works on the electronics, who in turn works closely with specialists from his field.

Can you perhaps comment on the current product range?

We have put an extraordinary amount of effort and energy into all our components. Because it is of central importance that all parts are optimally coordinated with each other in terms of technology, electronics and design. Since we manufacture almost everything in Switzerland, it makes sense that we strive for the very best quality and a perfect finish. For example, for the TA-7 Wood we use solid apple wood from local trees. Or just look at all of our highly polished pieces and how much allure they exude.

What are the technical highlights? It is obvious that you work with completely new technical approaches.

For example the TA-10, our tonearm made from a special compound. This is actually a world first in the high-end sector. The TA-10 is at the same time one of the pearls and great innovations of a.c.haller. The material used is half the weight of aluminium. This allows us to have thicker walls on the tube without adding significant weight. The compound also has a very high level of self-damping. In a listening test with various guests, the TA-10 made of compound was completely convincing. Here I even dare to speak of a

small technical revolution in the high-end sector.

The solution "stand" is also exciting, in order to be able to change and compare different tonearms.

With this system, which is also completely new, you can change your tonearms in a matter of seconds. Regardless of the make or length. Anyone who has used the system before knows how incredibly helpful and practical it is. Dealers can, for example, demonstrate different tonearm cell combinations to their customers without much effort. It also offers invaluable advantages for testing tonearms or for assembly, handling and transport in general.

Thank you for the insightful interview.