

# L-Acoustics announces MagREESource Investment



L-Acoustics, a company with expertise leader in professional audio, today announced its strategic investment in French-based MagREESource. It has also established exclusive partner rights in the professional audio industry for sustainable and sovereign, European-based rare earth magnets critical to loudspeaker manufacturing. The pictured above shows Erick Petit, President and Co-founder of MagREESource.

This forward-looking partnership introduces a breakthrough circular economy model for the professional audio industry through innovative magnet recycling and manufacturing technology. By investing in MagREESource, L-Acoustics is supporting a start-up partner that will allow the loudspeaker manufacturer to significantly reduce its environmental footprint while diversifying its supply sources for neodymium magnets essential to loudspeaker manufacturing. This strategic move demonstrates L-Acoustics' commitment to environmental stewardship while enhancing supply chain resilience.

For L-Acoustics, this collaboration represents a transformative approach to sustainable manufacturing in the audio industry. The proprietary recycling technology of MagREESource enables 100% recovery of neodymium magnets from various sources, including loudspeakers, electric vehicle engines, and wind turbines generators, transforming them into high-performance magnets made with 100% recycled material. This circular process drastically reduces the environmental impact compared to traditional magnet production methods.

"The strategic investment and partnership with MagREESource represent a significant advancement in our sustainability journey," said Hervé Guillaume, CEO at L-Acoustics Group. "By securing exclusive access to this revolutionary technology for the professional audio sector, we are not only reducing our environmental footprint but also strengthening our supply chain resilience and delivering on our commitment to responsible innovation. We're proud to support a promising startup whose breakthrough technology has the potential to transform sustainability practices across multiple industries. The ability to recycle nearly 100% of magnet materials from diverse sources creates a true circular economy model that can benefit the audio sector and beyond."

"This partnership with L-Acoustics represents a pivotal moment for MagREESource," said Erick Petit, President and Co-founder of MagREESource. "Their strategic investment provides crucial resources that will accelerate our growth and technology development. This collaboration with a global industry leader validates our approach and opens potential opportunities for innovation in the professional audio sector. Together, with our circular 'magnet-to-magnet' model, we're creating a sustainable and sovereign supply chain for rare earth magnets that addresses critical environmental and resource challenges while demonstrating how established companies and disruptive startups can partner to drive innovation with the process and to the final loudspeaker design and conception."

The environmental benefits of this partnership are substantial. A recycled magnet from MagREESource produces 91% less carbon dioxide than traditionally manufactured magnets from newly extracted materials - just 6 kg of CO<sub>2</sub> compared to 67.6 kg for conventional manufactured magnets. Additionally, the recycling process uses 86% less water, saving approximately 1,187 liters per kilogram of magnet produced.

The new partnership opens possibilities for future recycling initiatives within L-Acoustics' ecosystem. Potential opportunities include exploring end-of-life magnet collection hubs and integration of new designs using recycled magnetic materials in future product development. These forward-looking approaches align with L-Acoustics' sustainability vision and could contribute to reducing industry dependence on newly extracted rare earth elements.

The current pilot facility of MagREESource in Noyarey, France, can process 80 tons of magnets annually, with plans to expand to a full-scale MagFactory by 2028 capable of producing 1,000 tons per year. This innovative approach has garnered

## **L-Acoustics announces MagREESource Partnership and Investment**

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significant support from European institutions and their future MagFactory project was awarded last month “European Strategic Project under Critical Raw Materials Act.”

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