

# HANA

Moving Coil Stereo Cartridge Series



“Superb cartridges and are strong challengers to rival big-name brands at the price”

Neville Roberts, HiFi Choice (UK)

HANA in Japanese "BRILLIANT and GORGEOUS "fant"

## Fortunate encounter with Excel Sound for HANA

Youtek, feels from the bottom of the heart, it was very fortunate to have met Masao Okada-san, founder of Excel Sound, almost 40 years ago. Then, to have him develop the HANA line of moving coil cartridges in late 2015, only for Youtek export.

Meaning “Brilliant and Gorgeous” in the Japanese language, “華”, Hana moving coil cartridges are affordably priced, supplying the most “Brilliant and Gorgeous” performance to audiophile customers for their budget.

## HANA/ the Best Performance versus Cost value

Description by Geoff Husband-san in TNT/France - “To compare the HANA with a cartridge, costing 10x as much seems madness, but “blind”, I would have believed they were in the same class - extraordinary.” (\*)

The biggest advantage of HANA cartridges is “the Best Performance for the price”.

What are the secrets? First, Excel Sound produces all the major parts used in HANA MC cartridges from ordinary materials, like aluminum for cantilever, Alnico for electro-motive power magnet, pure iron for magnetic circuit, 4N copper wire for MC wiring, then packed in ordinary ABS plastic bodies. Though the constituent elements are nothing spectacular, a cartridge with excellent sound is produced for a reasonable price.

The second secret to create “Brilliant and Gorgeous” sound with these ordinary materials is the superb design criteria, tool engineering,

and hand assembling knowhow to finish HANA.

Though basic MC cartridge operation has long been public knowledge, there is plenty of specialized knowledge in designing and manufacturing the constituent parts, which has been continuously improved in-house by Excel Sound. Since the company foundation in 1970, vast practical experience has been accumulated in the hand of Masao Okada-san, who began researching phono cartridge design in 1964, which were, then transferred to the skilled artisans, employed by Excel Sound.

Lastly, the most essential secret is hand assembling work by skilled artisans. After many years of production experience, with special tooling and excellent designs, Excel Sound craftsmen combine all the idealized parts into a rigid and ideally finished product, producing “Brilliant and Gorgeous” sound.

## HANA/ Low defect ratio

One of another essential feature of HANA is the very low defective ratio, resulting in very few returns for repair or warranty to the manufacturer. This saves HANA distributors and dealers a lot from awkward office work to return packages, with relevant clerical book keeping.

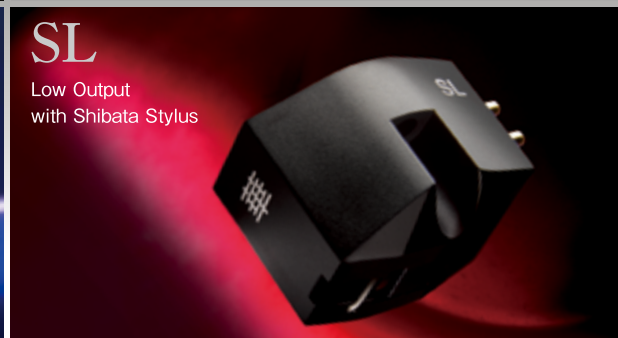
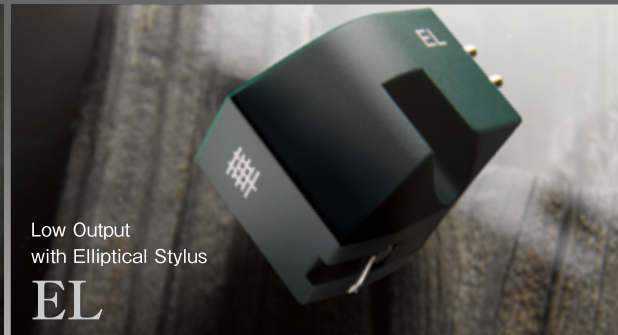
## HANA/ The name for MC cartridges for everyone

“Brilliant and Gorgeous” sound is now universally available for every music lovers, without any egregious burden on their equipment budget. They are free to purchase more favorite vinyl records, which is the real reason for buying a good phono cartridge!

# HANA



Excel Sound Corporation developed the 「華」 moving coil cartridge range, combining their 50 years cartridge design and manufacturing expertise with modern manufacturing technologies; using high quality materials together with long established hand assembling techniques for the best quality. Excel Sound is proud to offer 「華」 as the embodiment of Brilliant and Gorgeous sound to value-seeking music lovers around the world, who demand the finest analog reproduction.



Model No.	HANA-EH	HANA-EL	HANA-SH	HANA-SL
Stylus	Synthetic Elliptical	Synthetic Elliptical	Nude Diamond Shibata	Nude Diamond Shibata
Cantilever	Aluminum	Aluminum	Aluminum	Aluminum
Output level	2mv/1kHz	0.5mv/1KHz	2mv/1KHz	0.5mv/1KHz
Output balance	<2dB/1KHz	<2dB/1KHz	<1.5dB/1KHz	<1.5dB/1KHz
Vertical Tracking force	2gr	2gr	2gr	2gr
Trackability	70μm/2gr			
Dynamic Compliance	10 x 10 (-6) cm/dyne			
Channel separation	25dB/1KHz	25dB/1KHz	28dB/1KHz	28dB/1KHz
Frequency response	15-25,000Hz	15-25,000Hz	15-32,000Hz	15-32,000Hz
Impedance	130Ω/1KHz	30Ω/1KHz	130Ω/1KHz	30Ω/1KHz
Suggested load Impedance	47KΩ	>400Ω	47KΩ	>400Ω
Suggested capacitance load	47pf (Change to 100,150,220pf, subject to your sound preference to reduce higher frequency level)			
Cartridge weight	5gr	5gr	5gr	5gr
Plastic Body Color	Moss Green	Moss Green	Black	Black

### Phrase from reviews

(※) [http://www.tnt-audio.com/sorgenti/hana\\_sl\\_e.html](http://www.tnt-audio.com/sorgenti/hana_sl_e.html)

- "Superb cartridges and are strong challengers to rival big-name brands at the price. : "Neville Roberts, HiFi Choice (UK)"
- "Hard to fit, but an exceptionally capable of and extremely keenly priced cartridge." : Hifi Choice (UK)
- "Terrific value for money" : Paul Rigby, Hifi World(UK)"  
<http://theaudiophileman.com/hana-sisters-el-eh-moving-coil-cartridges/>
- "It's a cartridge that you will spend hours relaxing with, re-acquainting yourself with old records previously harsh-sounding, now smooth and inviting. Installed with ease, you'll be blowing your ears away in no time.

: Needle Doctor., Chazman G (USA).

- "the HANA is the Swiss army knife of cartridges. Out of the box, without any break-in, this cartridge sounds phenomenal."  
: Needle Doctor , Chazman G (USA)
- "HANA 4 models with Three Very Good Values and One Overachiever."  
: Andre Jennings, The Absolute Sound / Golden Ear Awards (USA)  
<http://www.theabsolutesound.com/articles/excel-sound-corporation-hana-e-and-s-series-moving-coil-cartridges/>
- "The exceedingly natural-sounding HANA EL by Excel was totally worthy of such support, I love it." : Herbert Reichert, Stereophile (USA)

Distributor & Dealer

## EXCEL SOUND™

Manufactured by **Excel Sound Corporation.**

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