

The biography of Friedrich Schaefer

I am born in November 1956 (year of the monkey) in Herborn in Germany, where I still live and work. It is a nice small town with just 20.000 people in the middle of Germany, with very much green, nice old buildings and an old castle !

I went to school and high school in Herborn, and in my youth I was much more interested in natural science than in soccer or other sports. . They called me the “ Professor “, when I was showing the other children in my school class what experiments I had made. In my youth I earned money by teaching younger children, delivered the newspaper, and other works.

I as also very much interested in photography and my aim was to study photo ingenieur. I designed a machine for developing colour pictures at home and participated in a national Contest for “Youth experiments “and have won the 3rd place in technology.

But after I had finished high school I didn't get a place to study photography. So instead I choosed economics instead.. During my studies I was designing loudspeakers and improved audio equipment and earned money to pay my study.

Then I met an old school colleague Mr. Michael Rompf and in 1980 we made a company together.- With the name ASR Audio Schaefer and Rompf. He was a good sales man, I was the designer. I continued my studies and at the same time we built loudspeakers and sold in nationwide. In 1982 we got a nice review for our largest loudspeaker in “Stereoplay”.

I also had begun in 1982 to design a phono Pre-amplifier the “BASIS”, with high level output. The Basis was a very large unit with two separate power supply units. At the same time I was thinking about a matching amplifier,

I made some logical thoughts and designed n 1982 a main amplifier with high level inputs and a volume control – but without a preamplifier ! for what purpose I should need such a unit with high level signals that the Basis delivered ?

So the idea for the Emitter was born !

We found some dealers in Germany to sell it and I tried had many design variants.

In 1985 we got a very good review in the Stereoplay magazine, that put us in the absolute max range with our first model !

From then on the success started, we sold more and more.

So in 1988 we had to buy a bigger company building of 350 square meter to have more space for our workers.

Then from 1990 on we had a complete new design inside the Emitter- although from outside it looked the same.

In 1994 Mr. Rompf left the company cause he had found a new love- Mrs. Harley Davidson !

I paid him a large amount of money for his share in the company- I lend money from everywhere and sold my beloved Car, an Golf Ecomatic- a very early ecologic car with automatic Start / Stopp.

In the following years the business was very well so I soon was able to pay back the money I had lend from my parents and friends and buy a nice car.

The success continued, so that in 2000 I had to buy an even bigger building- about 2000 square meter, where now my company has enough space to work under very good condition.

My idea all the year was to have a large building with many rooms where just 1 or 2 workers have an own place to work undisturbed, to play the music they want, have the working temperature and don't get disturbed from others. Whey you look outside the window you see the green wood and most time you have the sunshine in the rooms.

I truly believe that the conditions of the work can be found in the quality of the product, so I prefer to have a good environment and working conditions to make very good products.

I am very interest in ecologic questions, would like to invest in solar and wind energy. I had driven a Prius Hybrid car for 2 years, but for the moment I prefer the smooth ride of my very relaxing Citroen C5 V6 Automatic with hydrodynamic suspension.

My hobbys are swimming, walking in the wood, biking, relaxing music and movies.

I love smooth Pop and Jazz that are good to hear and gives you a relaxation

I wish to make even better sounding technical equipment in the future, and am happy that the ASR Products have found so my customers all over the world that enjoy music with them.

Many of them had become my friends and they tell me how fun they have listening Music with ASR products – that had been designed to enrich the people life with Music.