

FAIRPHONE

Press Release

FOR IMMEDIATE RELEASE

Fairphone's modular headphones show audio products can be long-lasting and fair

Fairphone enters a new segment with the launch of sustainably designed, modular over-ear headphones that include recycled and fair materials, leading the industry by example to take a more sustainable approach.

Amsterdam, the Netherlands, 11 May 2023 — Dutch social enterprise Fairphone is proud to announce the launch of its latest device, Fairbuds XL, once again pioneering more sustainable ways to make electronics. Fairbuds XL are the company's first modular audio device. The headphones are the next step in Fairphone's journey to develop fair and long-lasting audio devices, after launching its first generation earbuds in 2021.

By introducing Fairbuds XL, Fairphone is applying its market-leading experience in making sustainable, repairable smartphones. The headphones are produced with the same values used to make all Fairphone devices – focus on people and planet. Like all Fairphone devices, the headphones are designed to last. The modular construction and spare parts make them easy to repair, which lets users enjoy and keep their device for longer. Fairbuds XL allow for the replacement of parts that can wear over time, such as the ear cushions. The long-term use of electronics isn't only great for the user experience, it also helps reduce their environmental footprint.

Eva Gouwens, CEO of Fairphone, comments:

"After spending almost 10 years making sustainable smartphones, we are ready to expand our focus and bring sustainability to a new category of audio products. We're introducing our unique core features – fair materials, improved working conditions, our climate conscious approach and repairability – to the market and raising the bar on impact for people and planet, in the headphone segment. Fairbuds XL are for users who are searching for a sustainable alternative on the market and want to push for change in the electronics industry."

Fairphone's focus on people and planet has been its key market differentiator, making

Fairphone the market leader in sustainable electronics. Through its dual focus on the social and environmental impact on the supply chain, Fairphone is setting an example and pushing the industry to act more responsibly.

- Fairbuds XL are among the most sustainably designed headphones on the market. They have Fairtrade gold integrated in the supply chain and are made with vegan leather as well as several recycled materials, such as 100% recycled plastic in all parts it can be used in, 100% recycled aluminium in structural elements such as the headband base and recycled tin. The travel pouch is made from 100% recycled polyester and nylon.
- Fairphone will pay 0.55 USD per headphone to fill the living wage gap of the production line workers, and is working with the supplier on improving working conditions based on workers' needs.
- Fairbuds XL are climate-conscious, meaning that Fairphone takes action to reduce the carbon footprint of the Fairbuds XL through longer use, using recycled materials and also investing in carbon reduction projects that lower CO2 emissions while benefiting the surrounding communities. The amount Fairphone invests in these projects equals the left over amount of carbon emissions created throughout the lifecycle of the headphones after reduction measures.

According to recent [figures](#), in 2021 alone 548 millions headphones were sold and sales volumes have increased since 2013. The electronics industry faces a make-use-dispose attitude driven by a business model that encourages short product life cycles, which has caused an electronic waste (e-waste) problem that increases each year. Despite being one of the fastest growing waste streams, only a small fraction of e-waste (17.4%) is actually taken back to be recycled. The electronics industry is also dealing with a steep demand for minerals needed to make electronics, as well as poor working conditions for millions of people working in mines and factories. It's clear that the industry needs to change its practices. With each product launched, Fairphone wants to show how an industry that cares for people and planet could look like in practice.

In addition to being climate conscious and fair, the headphones also provide users with superior sound quality, strong bass, warm mids and clear bright highs, delivered by a 40mm dynamic driver and enhanced with state-of-the-art noise cancellation. Two-point bluetooth connection ensures that users switch seamlessly between devices. The headphone's replaceable battery encourages longevity with a long-lasting battery that has a lifetime of up to 30 hours. While being a modular device, the headphones have IP54 certification, meaning they are weather resistant.

The headphones also come with the Fairbuds App, available on Play Store and App Store, which allows users to change the Signature EQ presets (professionally tuned by Sonarworks) and tune the headphones to their preferences. The app will also give quick access to support such as

quick start guides, tutorials, support articles and customer service. It will also ensure longevity by allowing users to update their headphones over time, introduce new features and provide occasional bug-fixes. Users will also be able to order replacement parts if repairs are needed, as well as learn about the parts that make up the headphones.

Fairphone relied on the expertise of Sonarworks, a world-leader in sound calibration, to deliver the signature sound of Fairbuds XL. The company has had its technology used by Grammy-Award winning engineers recording with top artists such as Lady Gaga, Madonna, Rihanna, Adele and Coldplay.

The headphones will be available from 11 May [on Fairphone's website](#) and selected partners, at a suggested retail price of €249 / £219. The two variants of the device that will be available: green speckled and black speckled.

Note to the editor

About Fairphone

Fairphone is building a market for ethical phones and motivating the industry to act more responsibly. We design, produce and sell smartphones to uncover the supply chain behind our products, raise awareness for the most urgent issues, and prove that it's possible to do things differently. Together with our partners and community, we're working to make caring for people and the planet a natural part of doing business.

Photos, videos, fact sheets and other materials are available at the Fairphone press page: <https://fairphone.com/en/about/press/>

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Fairbuds XL specifications

Battery: 800 mAh

Battery duration: 30h

ANC: Yes, including ambient sound mode

Spare parts: battery, speaker to speaker cable, earcap covers, headband, ear cushion, headband base, speaker, headband cover

Bluetooth Range: 10m

Bluetooth & codecs: Bluetooth 5.1 – AAC, SBC, APTX HD

IP Rating: IP54

Weight: 330g

Portability: foldable

Multipoint calling: available

Smart assistant: Google Assistant, Amazon Alexa, Apple Siri

Connector: USB-C (for charging, digital and analog music)

Driver diameter: 40mm