

Interviewer: Geoff Hummer of White Hall, Maryland
Interviewee: Steve Kollander of Crucial Audio

[GH] Why did you start making guitar pedals?

[SK] I am driven to create music and the electronics to amplify and affect it; plus it sure beats building weapons of mass destruction.

[GH] How long have you been involved in electronics?

[SK] I have been involved with electronics for over 30 years, and have been designing and repairing audio equipment for over 20 years.

[GH] What is the goal of Crucial Audio products?

[SK] There are a few goals for Crucial Audio. Our primary goal is to create thoroughly engineered products that sound great, and able to take a beating on the road (like the occasional drop off the ramp, or beer spillage), and prove to deliver years of reliability. We will never deceive our customers, and always stand behind our products. Another Crucial Audio goal is to contribute to the community of musicians and manufacturers of audio equipment.

[GH] What sets Crucial Audio products apart from the competition?

[SK] Crucial Audio's focus is to create hi-quality products for musicians. We will not compromise quality by selecting our components solely by cost as opposed to performance and reliability. We will always answer to our customers and provide product specials for unique applications.

Crucial Audio products are engineered and tested to current industry standards. I have also introduced my own flavor of shock and vibe testing, which entails taking a development/pilot unit on a ten mile mountain bike ride in Annadel State Park. Some of the runs include a 2.5 mile downhill trail over very rocky and ruddy terrain on a hard-tail mountain bike. Look out for the video of the Echo-Nugget's shock-n-vibe ride online soon.

Competition is a product of a healthy market, and therefore always hope to have competitors.

[GH] Will there be other pedals besides the Echo Nugget and Time Warp?

[SK] Yes, there will always be more cool products brewing in our lab. Please, check back often to see what is new.

[GH] What is Crucial Audio's guiding philosophy or mission?

[SK] Our goal is to deliver products that support our customers' quest for their perfect tone.