



Supra Sword Loudspeaker Cable

reviewed by Roy Gregory in Issue 41

One of the best-kept open secrets in the hi-fi industry is that the vast majority of "specialist" audio cables are available, somewhere, off the reel. Indeed, most cables used for audio systems start life designed for quite another purpose. Most people know this but choose to ignore it. The fact is that in a real world industry that measures cable runs in kilometres, a hobby like hi-fi simply doesn't register as a serious market, so we end up feeding on the scraps of other users' research. Yes there are exceptions but most of them are either so cheap as to preclude serious performance, or so expensive as to exclude most customers. And then there's Supra. The Swedish manufacturer has chosen to specialise in



audio and video cables. Indeed, that's all they make; and they do MAKE them. So, when a telecoms engineer with a bright idea for a zero-inductance cable for hi-fi use approached the company they were able to see the potential and weren't frightened by the manufacturing complexity involved. Indeed, it became an advantage, simply because no high-volume manufacturer in his right mind was going to try and copy this. The result is the Sword, a cable that offers astonishing performance at a remarkably approachable price (just so long as you don't connect it to a Naim or Lavardin amplifier). How astonishing?

Within touching distance of the very best (and they require the addition of another zero to the price tag). Oh, that's right, I forgot to mention that Supra believe in no-nonsense/no b-s engineering and prices to match – which arguably makes them even rarer than a hi-fi cable manufacturer who winds his own wires!



Price: £725
3m Terminated Pair

UK Distributor:
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