



Orange amps have a history of building innovative, top quality amplifiers that have created some of the worlds most memorable and unique sounds. Started in 1968 by Cliff Cooper, the company has a heritage that has seen the greatest rock icons using its products. From Stevie Wonder to Noel Gallagher and Jimmy Page to BB King it's roll of honour is a truly spectacular list.

It's brightly coloured Orange Amplifiers and picture-frame cabinets first appeared in late 1968 and amounted to a revolution in amplifier styling. With years of research and fine tuning, the company have continued to revolutionize amplifier technology and transformer design.

Company founder and Chairman, Cliff Cooper is widely respected and from his early days at the Orange shop in London's New Compton Street, he has been hands on in working with the artists and successfully taking Orange into wide range of markets. It is from these modest beginnings in the late 60's that the company now celebrates it's 40th anniversary and is now a global brand. In fact this was recently recognized as the company were awarded by Her Majesty the Queen, The Queens Award for Enterprise and International Trade. This is the highest award that the Queen can confer on a UK company and it is recognized throughout the world.

To help celebrate its 40th anniversary there will be an exclusive anniversary logo, the launch of special anniversary products and to commemorate the company's unique history they have commissioned a coffee table quality book which will be launched in 2008.

For further details on the 40th anniversary [click here](#)