MIDDLETON II

TAGLINE

PRIMARY

BUILT FOR THE ROAD
30+ HOURS OF PORTABLE PLAYTIME

PRODUCT TITLE/ITEM NAME

Middleton II portable speaker with 30+ hours of playtime

PRODUCT COPY – SEO FOCUSED

Short: Featuring 30+ hours of portable playtime and a durable build, Middleton II prefers life on the road. With 360° sound thanks to True Stereophonic, you won't miss a beat from anywhere you stand.

Medium: Put your playlist through its paces. Featuring 30+ hours of portable playtime and a durable build, Middleton II prefers life on the road. With 360° sound thanks to True Stereophonic, you won't miss a beat from anywhere you stand.

Long: Put your playlist through its paces. Featuring 30+ hours of portable playtime and a durable build, Middleton II prefers life on the road. With 360° sound thanks to True Stereophonic, you won't miss a beat from anywhere you stand. Adjusting the bass and treble is also simple thanks to the Marshall Bluetooth app and tactile controls on the top panel of your speaker.

RATIONAL PRODUCT ONE LINER

Portable speaker with 30+ hours of playtime

PRODUCT HIGHLIGHT ONE LINERS

30+ hours playtime:	Play music wirelessly for over a day
True Stereophonic:	360° sound that finds you wherever you're standing
Dust & waterproof:	Able to handle knocks, dirt, and water
Multidirectional control knob:	Change the volume and music in one place
Charging bank:	Use the speaker to charge your phone on the go
Built-in microphone:	Make and receive hands-free calls with clarity

KEY SELLING POINTS - SEO FOCUSED

1: 30+ HOURS OF PORTABLE PLAYTIME

Short: Middleton II can give you and your music over a day's performance without needing to stop.

Medium: Some playlists deserve to go on tour. Middleton II can give you and your music over a day's performance without needing to stop. And when it's finally time to charge, you'll be up and running again in 20 minutes.

Long: Some playlists deserve to go on tour. Middleton II can give you and your music over a day's performance without needing to stop. With over 30 hours of portable playtime, the only limit is the length of your playlist. And when it's finally time to charge, you'll be up and running again in 20 minutes.

2. TRUE STEREOPHONIC

Short: 360° True Stereophonic sound is a form of multidirectional audio that makes your music hit from all angles.

Medium: 360° True Stereophonic sound is a form of multidirectional audio that makes your music hit from all angles. Designed to sound strong from wherever you're standing, with Middleton II, there's nowhere to hide.

Long: True Stereophonic sound is a form of multidirectional audio that makes your music hit from all angles. Indoors or out, take your speaker anywhere you like and be immersed in your music. Designed to sound strong from wherever you're standing, with Middleton II, there's nowhere to hide.

3. DURABLE, DUST & WATERPROOF (IP67)

Short: Middleton II has been tested under 1m of water for 30 minutes, and a bit of dirt won't get under it.

Medium: Dust, sand, dirt in the park and poolside splashes; Middleton II can handle it all. It's even been tested under 1m of water for 30 minutes. This speaker's tough exterior won't let the elements get under it.

Long: This speaker has been built for unpredictability. Dust, sand, dirt in the park and poolside splashes; Middleton II can handle it all. It's even been tested under 1m of water for 30 minutes. This speaker's tough exterior won't let the elements get under it.

4. MULTIDIRECTIONAL CONTROL KNOB

Short: Effortlessly navigate your playlist with the multidirectional control knob to play, pause, skip tracks.

Medium: Effortlessly navigate your playlist with the multidirectional control knob to play, pause, skip tracks. You can also use it to answer calls and adjust the volume.

Long: Middleton II drops you straight into your music with no fuss – just pair and play. Effortlessly navigate your playlist with the multidirectional control knob to play, pause, skip tracks. You can also use it to answer calls and adjust the volume.

5. CHARGING BANK

Short: Use Middleton II to charge your phone whenever it needs a boost.

Medium: Don't cut out in the middle of a track, use Middleton II to charge your phone whenever it needs a boost.

Long: Warning: Your phone might lose steam before your playlist. Don't cut out in the middle of a track, use Middleton II to charge your device whenever it needs a boost. Just plug in, and let your speaker do the rest.

6. BUILT-IN MICROPHONE

Short: Middleton II's built-in microphone means you can take calls completely hands-free.

Medium: Middleton II's built-in microphone means you can take calls completely hands-free. Just place your speaker somewhere steady and start planning where the night will take you.

Long: Taking a call doesn't need to disrupt your day. Middleton II's built-in microphone means you can take calls completely hands-free. Just place your speaker somewhere steady and start planning where the night will take you.

KEYWORDS FOR THIS PRODUCT:

PORTABLE SPEAKER

PORTABLE OUTDOOR SPEAKER

MAKING OUR PRODUCTS LAST LONGER

We want everything we make to last longer. This means taking responsibility for our products throughout their lifecycle, improving features that will help prolong their lifespan. As well as using safe and responsibly sourced materials in both product and packaging design, we keep repairability and recyclability in mind for everything we make. Our efforts in this field are ongoing, but below are some examples of improvements we're making.

Longer lifespan: Your Marshall speaker should be enjoyed for years to come, so we build our products to be durable enough to withstand everyday wear and tear. We also design them with new features in mind so that you can get more out of them for longer. As well as the latest Bluetooth technology, you can download OTA updates so that your product always has the latest software. Middleton II also comes with a robust battery designed to last and be replaced. It has enhanced settings in the app to preserve its lifespan. Through the website [https://www.marshall.com/support] we offer authorised repair services* so your product can be fixed, and old parts will be simple to recycle.

Materials: When switching to more responsible materials, we focus on recycled sources and better chemicals. 78% of the plastic in Middleton II is post-consumer recycled,** made from preloved products, including car lights. We've improved the silicone sleeve by switching from oil coating to UV curing, making it a cleaner choice. We use recycled pre-consumer Neodymium, a Rare Earth Element,*** in our driver magnets and post-industry recycled aluminium****, reducing reliance on virgin resources. The webbing on Middleton II's strap is made from 100% post-consumer recycled polyester, and the entire product is PVC free.*****

* Models eligible for authorised repair services may vary in different markets. Offering and expanding our repair solutions is one of our top priorities. Visit our support page for the latest information.

**28% of the product consists of plastic of which 78% is GRS certified post-consumer recycled plastic. Percentage breakdown is based on weight and excludes any plastic that can be found in electronical components due to the lack of detailed material knowledge in every component.

*** Rare Earth Elements (REEs) are essential metals used in high-tech devices for their unique properties. The extraction and processing of REEs can have significant environmental and social impacts, so we use recycled REEs sourced from industrial waste, reducing resource extraction while maintaining high performance in our products.

**** 35% of the product consists of metal of which 19% is SCS certified pre-consumer recycled metal.

*****Some unique power cables for smaller markets can't be supplied PVC free.

KEY SELLING POINTS WITH ICONS - RETAIL



30+ HOURS PLAYTIME



TRUE STEREOPHONIC



DUST & WATERPROOF*



MULTIDIRECTIONAL CONTROL KNOB



CHARGING BANK



BUILT-IN MICROPHONE

**IP67: Protected against dust and sand. It has also been tested to work after being submerged in 1 meter of water for up to 30 minutes.*

ABOUT MARSHALL

Marshall is a true rock legend. A distinct and expressive sound combined with an iconic stage presence that has inspired music fans around the world for over six decades. This unparalleled amount of wisdom has been distilled and fused into every part of Marshall headphones and speakers. Nothing has been compromised when expanding the Marshall heritage of big stage performance to the individual enjoyment of good music.

The legacy began in a small Hanwell drum shop in the 1960s, where Jim Marshall sought to give a bunch of then-local guitarists the sound they wanted – a sound that was harder, crunchier and more rich. The result was the JTM45, an amp that reverberated with a sound that was much heavier than anything ever heard before. In a twist of rock and roll fate – those guitarists, much like the Marshall name, would go on to revolutionise music forever.

TECHNICAL SPECIFICATIONS

AUDIO SPECIFICATION

POWER AMPLIFIERS	2x30 watt class D amplifiers for the woofers 2x10 watt class D amplifiers for the tweeters
DRIVERS	2*3 inch Woofer 2*0.6inch Tweeter
DRIVER TYPE	Neodymium
CABINET PRINCIPLE	Sealed with passive radiators
MAXIMUM SOUND PRESSURE LEVEL	87 dB SPL @ 1 m
FREQUENCY RESPONSE	50Hz – 20kHz
EQUALISER	Yes, bass and treble on units and equaliser in app
STEREO/MONO	Stereo

PHYSICAL UNIT

DIMENSIONS	L230*W98*H110 mm (9.05 x 3.86 x 4.33 in)
WEIGHT	1.8 kg 3.9 lbs
COLOURWAYS	Black and Brass Cream
DUST & WATER-RESISTANT	IP67* *IP67: Protected against dust and sand. It has also been tested to work after being submerged in 1 meter of water for up to 30 minutes
RECYCLED MATERIALS	30%
MADE IN	China
FREE FROM	PVC
REPAIR SERVICE	Yes

BATTERY

BATTERY PLAYING TIME	30+ hours
BATTERY PRESERVATION MODE	Yes, available through the Marshall Bluetooth app
QUICK CHARGE	20 minutes gives 5 hours of playtime
CHARGING TIME	3 hours to full recharge
BATTERY INFORMATION	Rechargeable, replaceable, Li-ion battery

POWER INPUT

USB-C 5V/9V/12V/20V-3A

CONTROLS AND CONNECTIVITY

WIRELESS CONNECTIVITY	Bluetooth 5.3
BLUETOOTH MULTIPOINT CONNECTIVITY	Yes
BLUETOOTH RANGE	60 m, 200 ft
WIRED CONNECTIVITY	AUX 3.5mm
TOP PANEL CONTROLS	On/off Bass Treble BT pairing Media jog – play/pause, skip track, answer/reject phone calls
MICROPHONE	Yes
CODECS	SBC, AAC-mpeg 2 and LC3

INCLUDED IN THE BOX

BOX CONTENTS	• Middleton II Speaker • Strap • USB-C charging cable • Quick start guide • Legal and Safety Information
PACKAGING MATERIALS	FSC Mix certified. Vegetable oil-based inks. Middleton II's packaging is 97% paper-based with a recycled content of 81 % (1). (1) Percentage breakdown of retail packaging is based on weight and excl. user documentation.

COMPATIBLE APPS

Marshall Bluetooth app