

M M M R

MUSICAL MERCHANDISE REVIEW

Celebrating 146 Years of Serving the MI Industry

Est. 1879

FALL FORECAST: B \flat CLARINETS IN THE CLASSROOM AND BEYOND



QU

ICONIC DESIGN, REBORN.



Meet the next generation of Qu series - reengineered with the latest FPGA processing technology and versatile connectivity for today's sound engineers.

ALLEN & HEATH

INSIDE



From the Trenches: It's Back-to-School Season - Is Your Store Ready?



Small Business Matters: Old School Craftsmanship vs. Technology



Dealer Survey: Retailers in Treble (the Good Kind) This Back-to-School Season

C O N T E N T S



FEATURES Vol.188 JULY 2025 No. 7

ROUNDTABLE

The Upgrade Equation: Intermediate B \flat Clarinets11

In the woodwinds category, the leap from an entry-level horn to a quality step-up model is often the most transformative, both in sound and in the player's sense of identity. Nowhere is that more evident than in the world of B \flat clarinets, where improved materials, tighter tolerances, and subtle ergonomic tweaks can make all the difference between "just getting by" and truly making music. We convened a panel of leading manufacturers to talk about innovations in the step-up space, market trends, and how dealers can best guide customers through this important purchase.

SURVEY

Retailers in Treble (the Good Kind) This Back to School Season..... 16

To get a pulse on how this year's Back-to-School season is shaping up, *MMR* checked in with retailers from across the map, gathering insights that offer a revealing snapshot of how the industry is meeting the unique demands of this critical window — and perhaps a few ideas worth jotting down in your own September playbook.

FROM THE TRENCHES

It's Back-to-School Season: Is Your Store Ready?..... 19

Preparing for the back-to-school rush is one of the most important times of year for music retailers. The season starts long before the first day of class. Stores that gain an advantage plan early, embrace technology, and use insights from past school years to guide operations and inventory management. Music Shop 360's Taylor Harnois shares how music retailers can prepare now to ensure a strong start to the school year ahead.

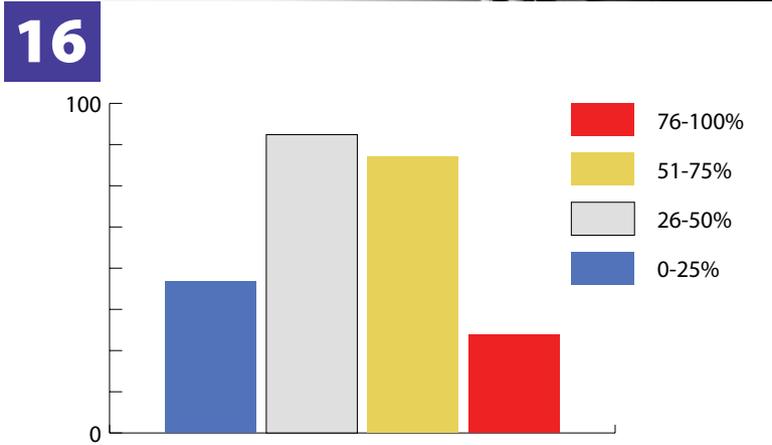
SMALL BUSINESS MATTERS

Old School Craftsmanship vs. Technology 20

Award-winning MI retailer and educator Menzie Pittman gives thanks for die-hard musicians and technicians like Tim Dingsu, owner of Drum & Strum in Warrenton, Virginia. Such individuals provide a welcome counterpoint to tech-driven "innovations" such as AI music creation...

Departments

Editorial.....	3
UpFront.....	4
People on the Move	7
New Products	22
Classifieds	27



MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 188, Number 8, August 2025, founded in 1879, is published monthly by artistpro, LLC, 7012 City Center Way, Suite 207, Fairview, TN 37062, (800) 682-8114, publisher of School Band and Orchestra Plus and Musical Merchandise Review. Periodicals Postage Paid at Fairview, TN and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to artistpro, LLC, 7012 City Center Way, Suite 207, Fairview, TN 37062. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue December be reproduced without the written permission of the publisher. Copyright ©2025 by artistpro LLC, all rights reserved. Printed in USA.



By Christian Wissmuller

The Fall Surge:

Why Back-to-School Still Matters

“ Smart retailers know that every half-sized violin, every guitar starter-pack, and every first trumpet rental represents something much bigger than a single transaction: it’s an opening move in a long game. ”

For MI dealers, late summer isn’t a gentle wind-down of the season — it’s a shot out of a cannon. Back-to-School is here, and suddenly the slow hum of July morphs into a full-on drumline. Reeds vanish, rental forms stack into small skyscrapers, and your phone doesn’t stop ringing until well past closing. It’s part retail rush, part logistical nightmare, and part annual reality check: this season still matters, and it matters a lot.

In an era where so much of the industry conversation revolves around e-commerce, influencer trends, and “direct-to-consumer disruption,” it’s easy to forget that for thousands of music stores, August and September are still the beating heart of the calendar. It’s when a flood of brand-new players — and their equally new-to-this parents — walk through your doors, ready to be equipped, educated, and, yes, sold to. And the smart retailers know that every half-sized violin, every guitar starter-pack, and every first trumpet rental represents something much bigger than a single transaction: it’s an opening move in a long game.

The trick is, that long game has gotten more complicated. Budgets are tighter. Some schools are trimming music programs while others are suddenly dumping grant money into new instruments with barely a month’s notice. Students are influenced by what they see on TikTok, which means your most-requested “instrument” this fall might be something you never stocked before. And, of course, the online retail giants hover, ready to undercut you on price before the customer’s even left your parking lot.

But here’s the thing — they can’t touch the in-person experience. They can’t show a kid how to hold a flute so they don’t look like they’re wrestling it. They can’t fix a bent trombone slide on the spot or replace a pad minutes before a first lesson. They can’t look a nervous parent in the eye and say, “Don’t worry — if this doesn’t work out, we’ve got options.” That’s the power of local. And in Back-to-School season, that power’s on full display.

The dealers who win this time of year aren’t just moving boxes — they’re building pipelines. The parent renting a trumpet in September could be back in March for private lessons. By next year, that family might be upgrading to an intermediate horn and loading up on accessories. By high school, that kid could be your Saturday morning regular, grabbing reeds and chatting with staff like it’s their second home. That’s retention. And it starts now.

It’s also a brand moment. Back-to-School season is your loudest stage of the year — so what are you doing with it? Maybe you’re running “Band Launch Week” with teachers on-site to fit instruments. Maybe you’re pushing out sharp, helpful social media videos — fast, useful, no filler. Maybe you’re just making the store a place parents don’t dread spending 30 minutes after work. Whatever it is, this is the time to nail it.

And yes, there’s chaos. The customer who needs a viola today, but only has the budget for a rental flute. The jazz band director who swears they told you about the vibraphone order six weeks ago (spoiler: they didn’t). The inevitable scramble for whatever size violin you just ran out of. This is the business. If you’re doing it right, it’s messy. But the payoff is real — financially and in terms of the relationships you’re building.

The MI industry and industry groups like NAMM talk a lot about “getting more people playing” as the key to long-term health for good reason. Well, this is it. Back-to-School is one of the single biggest entry points for new players, and it’s one of the only times when customers are actively seeking you out in droves. They’re not just warm leads — they’re practically standing in your store waving a pen over a rental agreement. That’s an opportunity you don’t squander.

So as you grind through the next few weeks — juggling repairs, managing inventory, talking first-time parents off the ledge — remember this: you’re not just selling stuff. You’re building the next generation of customers. The loyalty you create in these early days will pay off for years. And in a business where consistency is increasingly rare, Back-to-School is still one of the few constants worth betting on.

Christian Wissmuller
christian@mrrmagazine.com



PUBLISHER
Mike Lawson
mike@artistpro.com

EXECUTIVE EDITOR
Christian Wissmuller
christian@mrrmagazine.com

CONTRIBUTORS
Menzie Pittman, Jaimie Blackman

ART DIRECTOR/PRODUCTION MANAGER
Produce Shop Design

ADVERTISING MANAGER
Matt King
matt@mrrmagazine.com

ACCOUNTING
Shannon Kebschull Lawson
accounting@artistpro.com

PRINTING/FULFILLMENT
Liberty Press
1180 N. Mountain Springs Pkwy.
Springville, UT 84663

artistpro, LLC



7012 City Center Way, Suite 207
Fairview, TN 37062
(800) 682-8114

PUBLISHER OF



THE 2026 NAMM SHOW: NAMM CELEBRATES 125 YEARS WITH FIVE-DAYS OF MUSIC, INNOVATION AND INDUSTRY LEGACY

NAMM has announced that The 2026 NAMM Show will celebrate NAMM's 125th anniversary, along with 50 years in the city of Anaheim. Taking place January 20-24, 2026, at the Anaheim Convention Center, the world's largest music products trade show will feature five days of incredible education, live concerts and special events, alongside three days of extraordinary exhibits and brand activations from January 22-24. This 2026 event marks a historic milestone for the entire music products industry.

"The NAMM Show is more than a trade show; it is the global gathering where our entire industry meets at the crossroads of business, innovation and technology," said John Mlynczak, NAMM president and CEO. "This year, we celebrate not only the future of our industry but also the legacy of 125 years of uniting music makers and 50 years of partnership with the city of Anaheim. The 2026 show will be our most expansive, celebratory and future-forward yet."

Five Days of Unmatched Events and Education

Beginning Tuesday, January 20, The 2026 NAMM Show will offer an extended slate of world-class education sessions, global networking events and NAMM's annual Day of Service, which highlights the positive impact of music education on students' lives and society with NAMM members partnering with the local Anaheim school district and community on the benefits of music education.

NAMM members engage in a variety of activities to support music programs, such as unpacking and tuning of instruments, assisting with music-making sessions and providing professional development for teachers.

Global Media Day and Reimagined Retail Awards

Wednesday, January 21, opens with Global Media Day, an exclusive preview event where top media outlets and industry influencers will experience breaking product launches and innovations from the world's most iconic brands.

Wednesday will also feature expanded educational opportunities, including a new suite of immersive half- and full-day professional development summits. This includes workshops on everything from leadership, marketing and financial strategies to deep dives into recording and studio innovations, as well as new developments in entertainment technology.

That evening, NAMM will host the newly rebranded NAMM Retail Awards (formerly the NAMM Dealer Awards). With expanded categories and two new honors — Best Omnichannel Operation and Best Music Lesson Program — the awards celebrate excellence in music retail from NAMM's global membership.

Thought Leadership and Celebrated Performances

Thursday, January 22, begins with the powerful NAMM U Breakfast Session: "Industry Insights," hosted by Mlynczak. This dynamic session will feature a live panel of industry luminaries in conversation about key trends, challenges and opportunities shaping the global music market. At 10 am sharp, the doors of the exhibit hall open, and more than 1,800 state-of-the-art exhibitions from brands and companies based all over the world come to life, bringing a musical experience like no other to the show floor.

That evening, the NAMM TEC Awards will recognize achievements in audio excellence, honoring innovators in recording, live sound and technology with legends of the industry on stage through the night.

Friday night shines a spotlight on the She Rocks Awards, a high-energy, unforgettable event that honors the women who are changing the face of music and audio with electrifying live performances and powerful speeches.

Friday evening also draws thousands of NAMM attendees to the center point of the NAMM Show campus, the Yamaha Main Stage. This live performance stage will feature a one-of-a-kind, star-studded performance ensured to bring the



house down.

A Grand Rally for Music Education

Saturday, January 24, opens with the motivating "Grand Rally for Music Education," a flagship NAMM Foundation event that combines live performances with inspirational stories to spotlight the role of music education in our society.

Once the exhibit halls close at 5 pm, a special 125-year anniversary bash will take place in the main plaza, leading into the prestigious Parnelli Awards, honoring individuals and companies in the live event production industry. Live music will continue throughout the NAMM campus well into the evening to keep the energy going all night long.

Join the Global Music Community

The NAMM Show brings together tens of thousands of professionals from more than 125 countries, including manufacturers, retailers, educators, artists, industry professionals and innovators across the musical spectrum. In 2026, attendees can expect expanded programming, immersive experiences and anniversary celebrations that honor the association's enduring mission: to strengthen the music products industry and promote the pleasures and benefits of making music.

Registration for The 2026 NAMM Show opens this fall. For the latest information, visit namm.org.

HAL LEONARD TO DISTRIBUTE LATIN PERCUSSION (LP) IN THE U.S.

Hal Leonard is pleased to announce a new distribution partnership with Latin Percussion (LP), one of the world's most recognized and respected names in hand percussion.

Effective immediately, Hal Leonard will serve as a U.S. distributor for LP's complete product line, giving dealers across the country access to LP's celebrated congas, bongos, timbales, accessories, and innovative percussion gear.

This agreement expands Hal Leonard's robust percussion catalog, which already includes industry leaders such as Gibraltar Hardware, Remo Percussion, Paiste Cymbals, and SJC Drums. Dealers across the United States will now have access to LP's full line of high-quality percussion instruments through Hal Leonard's extensive distribution network.

"Latin Percussion is a cornerstone of rhythm culture around the globe, and we're proud to add their legendary instruments to our distribution

lineup," said Donny Gruendler, head of Strategic Partnerships – MI at Hal Leonard. "Their legacy of craftsmanship and sonic innovation perfectly complements the other premium percussion brands we offer."

Founded in 1964, LP has long set the standard for excellence in Latin and world percussion. Its instruments have been featured on countless recordings and live performances, from traditional ensembles to cutting-edge hybrid setups. From classic congas and bongos to innovative accessories and hybrid gear, LP continues to lead the way in sound, quality, and innovation.

Retailers in the U.S. can begin ordering LP products through Hal Leonard now.



MUSIC CENTER SRL ACQUIRES DENIS WICK PRODUCTS

The Wick family are pleased to announce that Italian-based Music Center SRL have completed the acquisition of Denis Wick Products Limited, becoming the first brass accessory business within the Group that includes Pisoni pads, Legerereeds and Rovner ligatures.

Denis Wick Products, which manufactures industry-leading brass mutes and mouthpieces, was formed in 1968 by Denis Wick who sadly passed away earlier this year at the age of 93.

Stephen Wick, who is retiring after twenty years on the company's board of directors commented, "We're delighted that Francesco Passera, CEO of Music Center, and his team will provide an exciting opportunity to develop the legacy started by Denis and shares our vision for traditional craftsmanship alongside product innovation, proudly made in the United Kingdom."

Passera added, "Music Center is honored to welcome

Denis Wick Products into our portfolio of high-quality music accessory brands, as we expand from woodwind into the broader wind space. We were immediately attracted to the company's strong track-record in British engineering and manufacturing as well as the business' heritage and growth under Stephen Wick and CEO, Steven Greenall."

Greenall will continue as CEO, leading the staW at its dedicated manufacturing facility in Poole, UK and selling through its existing international network of distributors and retailers.

Stephen Wick concluded by saying, "On behalf of the Wick family, we are sincerely grateful to all our customers, suppliers, artists, educators and the wider music community for the support they have entrusted in us for the past fifty-seven years. I look forward to seeing many of you at the NAMM Show in January to demonstrate our family's ongoing commitment to this new era for the business."



Steven Greenall (CEO, Denis Wick Products) / Stephen Wick (Retiring Board Chair, Denis Wick Products) / Francesco Passera (CEO, Music Center SRL) / Matteo Valagussa (CFO, Music Center SRL) at Denis Wick Products factory in Poole, Dorset, UK

'IF YOU'RE IN A BAND' SERIES SPARKS PARTNERSHIP FOR MUSIC EDUCATION SCHOLARSHIP

When Mark Maxwell of Maxwell's House of Music in Jeffersonville, IN started his social media series in 2024, he had no idea of the impact it would have on his community. His simple goal with the series known as "If You're In A Band" was to start an open conversation that allowed for engagement among musicians. Fast forward to a year later, a 500% increase in social media engagement, hundreds of phone conversations and new store visitors from all over the world... including Kat Witten, founder of Music 4 Life, Blues 4 the Soul out of San Antonio, Texas.

After several months of correspondence, and a second visit from Kat Witten and her associates, she announced the generous donation to the Max Music Well Foundation, the 501(c)(3), affiliated with Maxwell's House of Music community music education endeavors. They had been selected as a recipient of the Music 4 Life, Blues 4 the Soul Scholarship. The \$20,000 scholarship, awarded by the San Antonio, TX-based organization, will provide a full year of music lessons and instruments to 10 deserving students at Maxwell's House of Music.

The scholarship honors the memory of Will Witten, the late husband and veteran of the organization's founder. Through this generous award, Maxwell's House of Music will be able to serve students from veteran families or those facing financial or other barriers that make music education difficult to access.

The structure of this scholarship reflects the values it honors: commitment, growth, and reward. Each scholarship recipient will receive one full year of music lessons through Maxwell's House of Music's education department, along with an instrument that corresponds to their chosen lesson type (guitar, bass, keyboards, or drums). Students who complete the full year of instruction will be allowed to keep their instruments.

"This scholarship allows us to honor Will's memory and dedication to this country by celebrating his passion for music," said Kat Witten, founder of Music 4 Life, Blues 4 the Soul. "Music has the power to heal, inspire, and bring communities together — values that Will embodied throughout his service and his life."



C Cardenas (Music 4 Life), Kat Witten (Music 4 Life), Mark Maxwell (co-owner Maxwell's House of Music), Whitney McNicol (co-owner, Maxwell's House of Music)

Mark Maxwell, co-owner of Maxwell's House of Music expressed his gratitude for the partnership, "We're dedicated to our community, in fact our motto is 'we create musicians'. This scholarship amplifies that mission. Who knew that starting "If You're In A Band" social media

posts would have this incredible impact on the community. There's a lesson in this story for all music!"

Applications for the 2025-26 cohort are now closed. Applications for the 2026-27 cohort will open on the Maxwell's House of Music website in the summer of 2026, funding permitting.

For more information, visit MaxwellsHouseOfMusic.com or MusicBlues4Life.com, or call 812-283-3304.

UK DISTRIBUTOR JOHN HORNBY SKEWES & CO. LTD., (JHS) CLOSING

On July 18, John Hornby Skewes & Co. Ltd. released the following notice:

After sixty-plus years in the business, UK distributor John Hornby Skewes & Co. Ltd., (JHS) is closing its doors. The JHS business comprises of a property company and a trading company, both majority owned by family trusts set up by the late John H. Skewes, the settlor of those trusts who stated that after his death, the Companies should be sold.

Steps have been taken over the last few months to try and secure a buyer to take John Hornby Skewes & Co. Ltd., forward under new proprietorship. This has thus far not been possible.

Therefore, the trustees, shareholders and board of John Hornby Skewes & Co. Ltd., have concluded that to achieve the settlor's mandate a process of conducting an orderly winding down of John Hornby Skewes & Co. Ltd., will commence with more or less immediate effect. What does this mean in practice?

This is not a liquidation or administration process forced upon us because of insolvency.

JHS is entirely solvent.

Over the coming months, and we anticipate the process could take as much as twelve months, the Company will continue to trade, downsizing along the way, gradually disposing of its stock and assets, including its valuable trademarks and other intellectual property, which include:

Vintage, Vintage Pro Shop, Fret King, Encore, Guitar Tech, Kinsman, Antoni, Drum Tech, Hornby, and others, all of which will be offered for sale to the highest bidder.

At a yet to be determined point in time, the Company will close having discharged all its statutory and other liabilities to staff, creditors, and other stakeholders, and that, very sadly, will be the end of JHS after more than sixty years.

After which, the premises which has been our home since 1990 will be marketed and disposed of, and we will leave our Yorkshire UK home of Garforth, bringing matters to a conclusion.

The trustees, shareholders and directors of JHS would like to pay tribute to the immense hard work of

generations of staff who have worked so diligently in the Company over the last sixty years, offer heartfelt thanks to all of the brands who have entrusted their products to our care over the years, and recognize the contributions made by our designers and contributors, who have helped us achieve so much for so long.

Most of all, we would all like to say a huge and most sincere thank you to you, and all of our customers around the world, without whom, we would not have had a business at all.

So many relationships and friendships have been forged, so much has been achieved, and here at JHS we will miss all of that.

As we work our way through this period, there will of course be some great deals to be had, so watch out for our marketing material dropping into your in boxes, and your JHS BDM will be in touch in due course.

Thank You.

Dennis J. Drumm

Executive Chairman

John Hornby Skewes & Co. Ltd.

HERE COMES THE SUN



MAP \$189 MAP \$189 MAP \$189 MAP \$209 MAP \$189 MAP \$189 MAP \$189 MAP \$189

Amati
GUITARS

IN STOCK & 
READY TO SHIP



AMATI GUITARS
CATALOG

www.amatisonline.com

1 (888) 262-8471

ADAM HALL GROUP APPOINTS LOUD TECHNOLOGIES ASIA AS EXCLUSIVE LD SYSTEMS DISTRIBUTOR IN SINGAPORE

The Adam Hall Group is continuing its international growth and expanding its sales network in Southeast Asia: Loud Technologies Asia PTY is now the exclusive distributor of the LD Systems brand in Singapore. With this new partnership, the global event technology manufacturer headquartered in Neu-Ansbach aims to further expand the presence of its pro audio brand in the dynamic city state and tap into new market potential.

Loud Technologies Asia, based in Singapore, is an established distribution partner specializing in high-quality audio, lighting, video and control solutions for professional applications. The company has extensive regional market experience and – in addition to the exclusive distribution of LD Systems – will also offer the other brands of the Adam Hall Group in Singapore on request. The regional clientele includes AV integrators and rental companies as well as retailers and public institutions.

“Singapore is a demanding market for professional AV technology, but one that is also very innovative,” explains Alessio Foti, global business development manager of the Adam Hall Group. “With Loud Technologies Asia, we have gained an experienced partner who understands this market and has an excellent customer and service network. We look forward to working closely together to establish LD Systems’ audio solutions in the region in the long term.”

KY Koay, senior sales manager at Loud Technologies Asia PTY, adds: “We are delighted to partner with the Adam Hall Group and offer our customers stable, reliable support – not just in Singapore, but also regionally. With the strong product portfolio and the excellent brand reputation, our customers can count on reliable availability and first-class after-sales service – both decisive criteria when making a purchase.”

PEOPLE



Godin Guitars is pleased to announce the appointment of **John Kelley** and **Tom Spaulding** of Musical Instrument Supply Consultants (MISC) as the new sales representatives for Tennessee, North Carolina, South Carolina, Alabama, and Georgia.

“Godin products have been setting the standard for quality and value my entire career. We are thrilled to add them to our portfolio and look forward to working with their existing customers and expanding the dealer base in our territory.” says John Kelley of Musical Instrument Supply Consultants (MISC).

With a combined wealth of industry experience and strong, long-standing relationships within the music retail community, Kelley and Spaulding are a natural fit to represent the Godin family of brands. Their focus on musical instruments—particularly guitars—aligns seamlessly with Godin’s commitment to quality, innovation, and craftsmanship.

“We’re excited to welcome John and Tom to the Godin team,” says Mario Biferali, vice president of sales at Godin Guitars. “Their deep understanding of the market and strong dealer connections make them a valuable asset as we continue to grow our presence in the Southeast.”

John and Tom will represent the full lineup of Godin brands, including Seagull, Godin, Simon & Patrick, Norman, Art & Lutherie, as well as ACUSand Acoustic Solutions amplifiers.

Powerful
Performance

Greater
Resonance

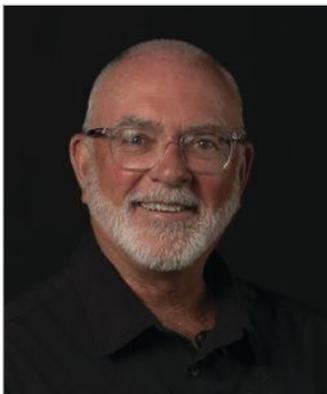
Zero
Limits

Look to
the
LGX

USA
5

ROVNER®
P·R·O·D·U·C·T·S
• MADE IN THE USA •

www.rovnerproducts.com



Pearl Corporation is excited to announce the addition of legendary marching percussion educator, **Thom Hannum**, as director of education. As one of the most respected voices in the world of marching percussion, Thom brings decades of experience, innovation, and leadership to this new role. Known for his work with The Crossmen, The Cadets, Star of Indiana, Blast!, Carolina Crown, and UMass, Hannum is a DCI and World Drum Corps Hall of Fame inductee and

PAS Hall of Fame inductee. As Director of Education, Hannum will spearhead initiatives that foster musical growth, community engagement, and brand alignment through educational outreach and programming.

Since Pearl's inception in 1946, music education has been at the forefront of the company, when founder Katsumi Yanagisawa began producing music stands for the local Japanese market. Today, Pearl marching and concert products are staples in schools

and universities around the world. As a leading manufacturer of musical instruments, Pearl values the development of musicians at all levels—from students and educators to professionals—and the director of education is central to this mission.

"To be named director of education at Pearl is a major milestone in my professional career – reflective of a 43-year association with Pearl as an artist and clinician. It is both flattering and humbling. Let's get started!"

Neutrik Americas proudly announces the addition of **Jessica Tropea** to its team as customer solutions engineer – fiber optics, effective Aug. 4, 2025.

With more than a decade of experience in technical sales, fiber optic solutions, and customer-focused engineering, Jessica brings a wealth of industry knowledge and a proven track

record of delivering innovative solutions for complex applications.

Prior to joining Neutrik Americas, Jessica held key roles at companies such as Fiber Instrument Sales Inc. (FIS) and BTX Technologies, specializing in fiber optic technologies and customer engineering support. Her expertise spans solution design, technical sales support, and project

management for OEMs, system integrators, and end users across multiple industries.

Jessica will be based out of the New York metropolitan area and will work closely with the Neutrik Americas team to support business partners and customers throughout the Americas region.



Allen & Heath USA and **American Music and Sound** are proud to announce the promotion of **Neil Potter** to the role of director of national sales. Neil steps into this position after serving as Allen & Heath's regional sales manager for the Western United States since January 2024.

Neil brings over three decades of experience in the musical instrument and pro audio retail industry, including an impressive tenure at Guitar Center, where he held several senior leadership roles. His time there included serving as national director of Guitar Center Professional, district manager, and national director of Rentals and Repairs Division,

where he consistently drove revenue growth, modernized operational structures, and led high-performing teams across multiple regions.

In his new role, Neil will oversee national sales strategy and execution for Allen & Heath USA, working closely with dealers, integrators, and partners to expand market presence and drive continued growth.

"I'm honored to step into my new role," said Neil Potter, director of national sales for Allen & Heath USA. "It's a privilege to collaborate with such an outstanding network of partners whose passion and performance continue to

elevate the A&H brand. With the company's relentless innovation and the exciting evolution of our console designs, I'm thrilled to help bring our groundbreaking products to market and contribute to the next chapter of Allen & Heath's success."

"It is an honor to support Neil Potter as he ascends to this prominent role for Allen & Heath USA," notes Rob Impala, VP of Pro Audio at American Music and Sound. "His persistent drive to achieve sales excellence by advocating on behalf of all stakeholders is a cornerstone to his success. We are incredibly proud to have Neil leading the team."

KHS America is pleased to announce that **Jeff Mulvihill** will reassume brand management responsibilities for Majestic Concert Percussion in the United States, in addition to his ongoing leadership of the SONOR and Mapex combo drum brands.

Jeff brings a long history of success and leadership to this new role of Combo Drum and Concert Percussion brand manager, having first joined KHS America in 2012. He previously served as Majestic brand manager from 2015 to 2020, where he played a vital role in strengthening the brand's market presence and expanding

its reputation for quality and innovation.

With more than 30 years of experience in the percussion products industry, Jeff offers a rare combination of deep technical knowledge and performer insight. His work is informed by a long career as a professional drummer and percussionist and his close connections with respected artists across the globe. This unique background makes him exceptionally well suited to guide Majestic into its next chapter.

"Variety and versatility in my music is what keeps me excited

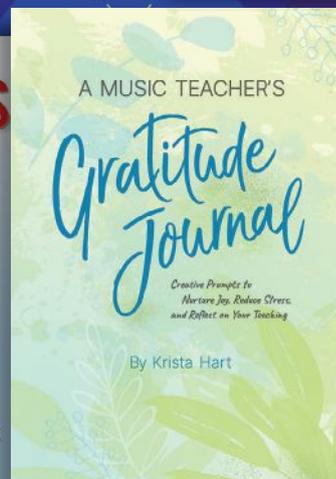
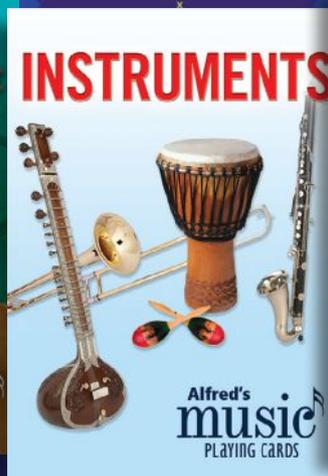
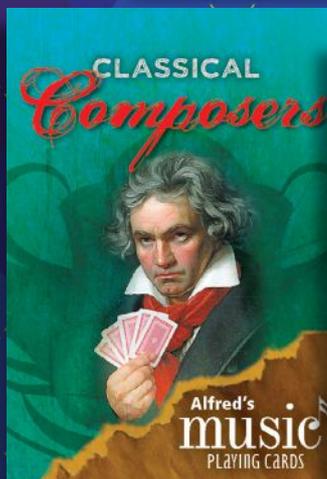
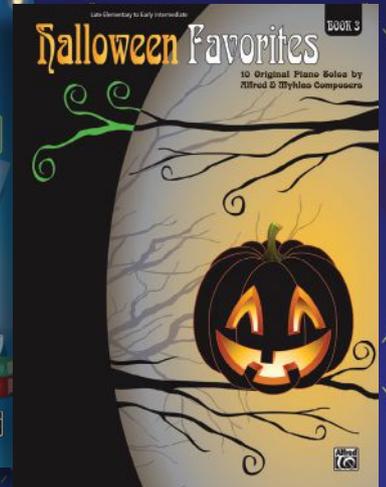
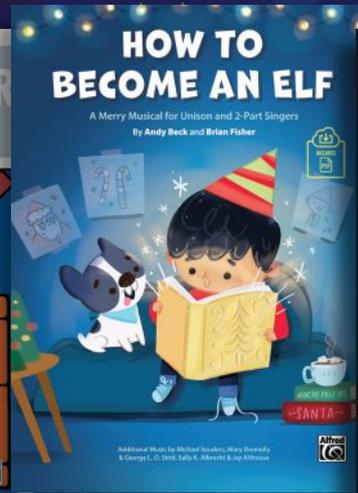
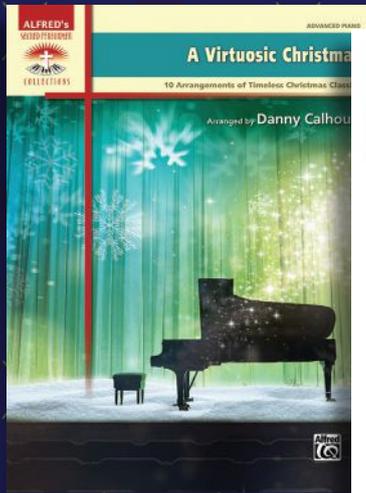
and fuels my musical passion every day," states Mulvihill. "For me, this translates perfectly into the development of drum and percussion instruments that inspire musicians of all levels of expression and I am thrilled to drive the continued growth and innovative spirit behind SONOR Drums, Mapex Drums and Majestic Percussion."

KHS America is confident that Jeff's expanded leadership will bring added focus, creativity, and cohesion to its percussion portfolio to further support musicians and music educators.



Alfred Music Holiday Special

Get in the holiday spirit and stock up on new and best-selling titles!



Special discounts (up to 55%), dating, and returnability are available for orders of 50 units and up.

Offer ends October 15, 2025.

Use promo code **HOLIDAY2025** at checkout when ordering on alfred.com.*

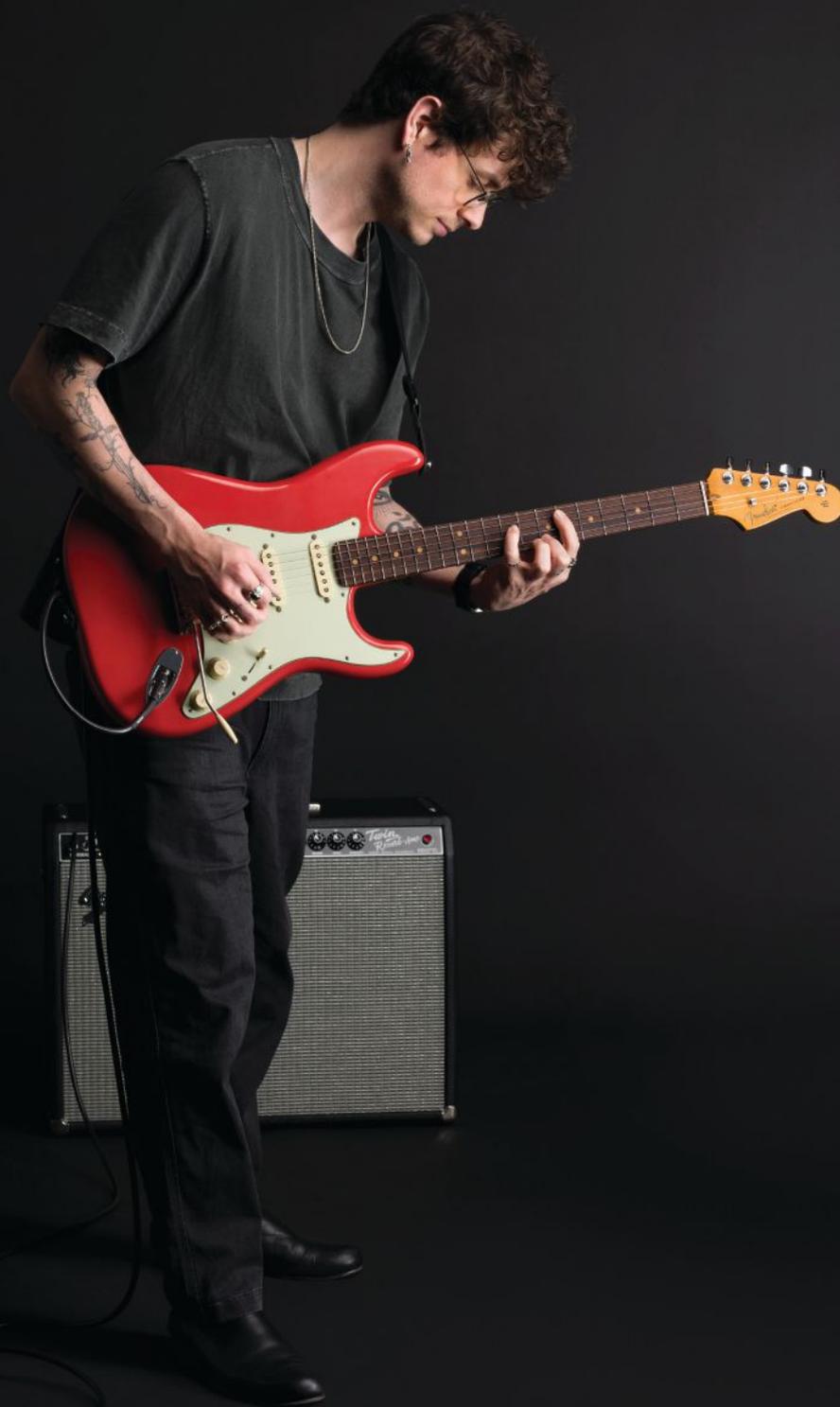


Alfred Music
LEARN • TEACH • PLAY

Please contact your Account Manager or sales@alfred.com for details.
Not an Alfred Music dealer? Apply today at alfred.com!

*Qualifying orders include holiday titles and select gift items. Maximum discount applies to select product lines.
Offer ends October 15, 2025. Dealer account must be in good standing. Additional restrictions apply.

Horace Bray plays the AMERICAN ULTRA LUXE VINTAGE 60s Stratocaster® HSS in Fiesta Red.



AMERICAN ULTRA LUXE VINTAGE

Fender innovation. Vintage inspiration.

Fender

The One. For All.

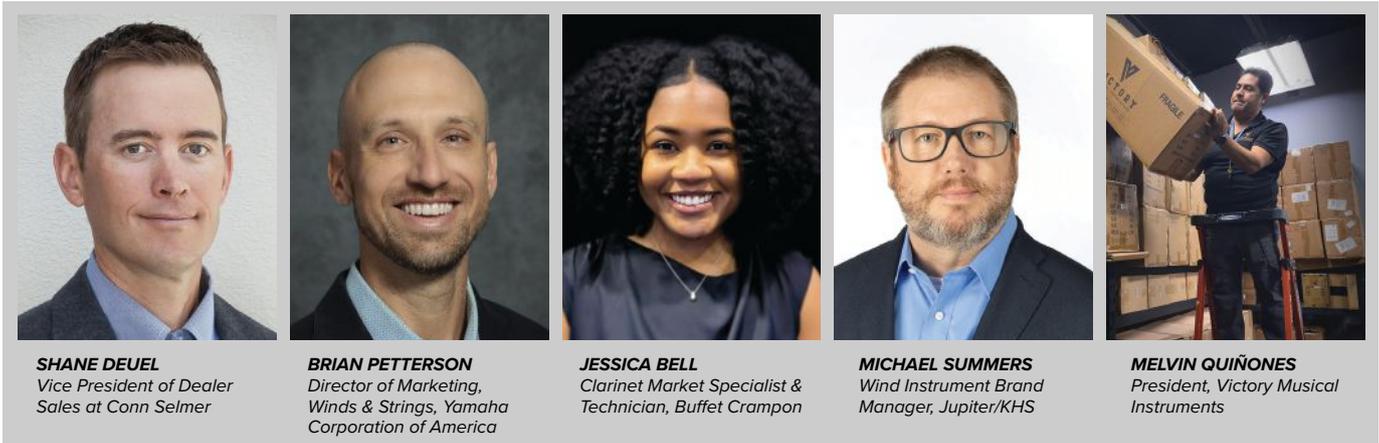
THE UPGRADE EQUATION: INTERMEDIATE B \flat CLARINETS



By Christian Wissmuller

“ There is some uncertainty in the market and notable customer concerns about stretching budgets to make big purchases. ”

Brian Petterson | Yamaha Corporation of America



SHANE DEUEL
Vice President of Dealer Sales at Conn Selmer

BRIAN PETTERSON
Director of Marketing, Winds & Strings, Yamaha Corporation of America

JESSICA BELL
Clarinet Market Specialist & Technician, Buffet Crampon

MICHAEL SUMMERS
Wind Instrument Brand Manager, Jupiter/KHS

MELVIN QUIÑONES
President, Victory Musical Instruments

The student-to-pro pipeline has always been one of the MI industry’s most reliable currents, with each rung on the ladder representing an opportunity for players to refine their skills — and for dealers to deepen relationships that can last decades. In the woodwinds category, the leap from an entry-level horn to a quality step-up model is often the most transformative, both in sound and in the player’s sense of identity. Nowhere is that more evident than in the world of B \flat clarinets, where improved materials, tighter tolerances, and subtle ergonomic tweaks can make all the difference between “just getting by” and truly making music. We convened a panel of leading manufacturers to talk about innovations in the step-up space, market trends, and how dealers can best guide customers through this important purchase.

For your brand, what models of intermediate B \flat clarinets are currently the best-sellers?

Shane Deuel: Our current best-selling step-up/intermediate B \flat clarinet models are the LCL511S Leblanc Serenade and LCL402N Leblanc Esprit. These instruments continue to gain traction among advancing students due to their consistent intonation, ease of play, and strong reputations with private teachers and school band directors. The Leblanc Serenade appeals to those seeking a silver-plated, performance-ready clarinet, while the Leblanc Esprit offers exceptional value as an accessible entry point into wood-bodied instruments.

Brian Petterson: Yamaha offers best-selling options that meet — and exceed — the needs of any clarinetist. For those looking at an entry-level wood clarinet, or a step up from their first student clarinet, Yamaha offers three different variations of the 400-series model clarinet. Of these options, the 2nd-generation YCL-450IIINM is in high demand due to its upgraded leather pads and the unique Duet+ upper joint, featuring an injection-molded inner bore. The professional-level YCL-650II plays beautifully and is also recently updated with high-quality leather pads. The best-selling Yamaha Custom option is the YCL-CSVN, which has experienced year-over-year demand growth since its introduction. All Yamaha options offer incredible value for their price, which is why we see customers from high school and college students to professional artists selecting their very own Yamaha Custom clarinets.

Jessica Bell: The Buffet Crampon E12F and GALA remain top choices for players stepping up from the Prodigie or E11. The E12F features African blackwood joints turned in France and assembled in our German factory.

With a poly-cylindrical bore shared with the E13, silver-plated keywork, leather pads, and an unstained blackwood body, it offers exceptional performance and value at its price point. The GALA serves as the perfect bridge between intermediate and professional models, featuring dense, stained African blackwood, black nickel rings, leather and cork pads, silver-plated keywork, and an adjustable thumb rest with a neck strap hook.

Michael Summers: Our best-selling step-up clarinet is the JCL1100SQ. It is crafted from high-grade grenadilla wood and features a left-hand E \flat /A \flat lever and an ergonomic register key, which makes this instrument very popular with educators and clarinetists.

Melvin Quiñones: Our best-selling model in this category is the Crown Series B \flat clarinet. It’s available in either Grenadilla wood or Brazilian rosewood, and comes with silver-plated or gold-plated keys. The gold finish, in particular, stands out for its elegance and professional appeal — making it a favorite among advancing students and teachers.

What are players who are in the market for step-up clarinets — and their parents and teachers — looking for most in 2025?

BP: Reliability, consistency, durability, and — in a word — value. There is some uncertainty in the market and notable customer concerns about stretching budgets to make big purchases. Fortunately, Yamaha offers incredible value and the overall best return on a customer’s investment. For example, our Duet+ construction in the YCL-450IIINM combines physical elements of wood and resin, making our instruments less prone to cracking and yielding better sound production. Interestingly, the benefit to players is not just the added stability but also the consistency



of the inner bore, which makes Duet+ Yamaha instruments the most consistent wood-body instruments available, even more consistent than the all-wood models! We always listen to the needs of educators — they also demand ongoing improvements in durability and reliability, which have helped push us to develop new materials, innovations, and assembly improvements.

JB: In 2025, players and their parents/teachers are looking for quality of sound, reliability, and overall value. They want something that helps them grow musically without being overwhelming, and that feels like a natural next step in their journey. Buffet Crampon has a clarinet for every level. Students can start with Buffet Crampon and grow with the brand as they advance in their musical careers.

MS: Clarinetists and educators value consistent intonation across the full range, responsive tone production, and improved ergonomics that support proper hand position and technique development. Durability also remains a key consideration. While wooden clarinets offer superior tonal richness, they are susceptible to cracking, making it essential to source high-quality, well-seasoned wood. Equally important is dependable parts availability to ensure long-term serviceability.

MQ: Affordability, overall value, and flexible payment options are more important than ever. We're finding that parents and educators are open to trying alternatives, especially when they realize they're not sacrificing quality. Teachers who test the Crown Series often walk away surprised by its tone, responsiveness, and craftsmanship at this price point.

SD: In 2025, buyers of step-up clarinets — particularly students transitioning from plastic student models — are prioritizing three key factors:

Mature tone and consistent intonation: Teachers and students are seeking a rich, warm sound as well as the stable intonation needed to develop young ears.

Ergonomics and playability: Lightweight construction, comfortable keywork, and reliable response are essential for developing technique and endurance.

Value and longevity: Parents want instruments that offer a professional feel without the high price tag. They're looking for models that can last through high school and into early college years, without the need for immediate replacement.

Many parents are also interested in financing options. We offer discounted Synchrony transaction fees to our dealers to help make instrument financing more accessible and attractive to both retailers and families.

Do you feel this segment of instruments, at this price-point is at-risk due to ongoing tariffs, supply-chain, and other trade issues?

JB: Yes, it is most likely that ongoing tariffs, supply-chain disruptions, and other trade issues could pose risks to this segment of instruments at this price point. As the external environment remains unpredictable, it could impact our supply, costs, and market stability. We continue to monitor these developments closely in order to manage potential impacts on our customers

MQ: Higher tariffs have definitely brought new challenges, especially earlier this year. But we've also seen some upside. Recent trade shifts have led to reduced tariffs on U.S. exports in some regions, which has opened doors for American-based companies like ours. While our clarinets are imported, we're a U.S. business employing American staff and reinvesting in music education here at home. And despite the added costs, we've managed to stay competitive through smart sourcing and strong demand.

MS: The price point of step-up instruments continues to be influenced by global factors beyond our control. Recent tariff increases have significantly raised the landed cost of many of our instruments, including clarinets. Thanks to our parent company's strong global supply chain management, we've been able to minimize the impact of recent disruptions. We remain committed to delivering exceptional value and quality, but it's important to recognize that external pressures are reshaping the economics of instrument manufacturing.

SD: While trade and tariff concerns continue to affect many areas of the musical instrument industry, we're currently well-positioned to maintain both the cost and quality necessary to serve the step-up clarinet market. Thanks to proactive sourcing, strong supplier partnerships, and inventory management, we've been able to minimize disruptions. We remain confident in our ability to stay competitive, even as external pressures continue.

BP: Yamaha is a stable partner for our dealers, whether during moments of increased uncertainty in the supply chain or in the normal course of business. We strive to provide clear information while setting reliable expectations for aspects such as pricing and lead times, regardless of supply chain challenges. Due to these factors, Yamaha offers great value in any market environment. We believe there is no risk in partnering with Yamaha to exceed the expectations of clarinetists looking for a significant step-up clarinet.

“Recent tariff increases have significantly raised the landed cost of many of our instruments, including clarinets.”

Michael Summers | Jupiter/KHS

Any suggestions for MI retailers when it comes to displaying and marketing step-up B \flat clarinets?

MS: We're committed to supporting our dealers in creating demand by regularly providing marketing assets, such as shareable videos that highlight the features and benefits of stepping up to an advanced clarinet, and helping customers understand when it's the right time to make the transition. Many of these videos can be found on our JupiterWinds YouTube channel.

BP: The most important thing for Yamaha is to be collaborative partners in sales and marketing initiatives. The success of every promotion or program we offer depends on our ability to work closely with our dealers to create mutual benefits. Working with dealers who are creative in their sales and marketing efforts is an exciting opportunity for us! Successful retailers have knowledgeable sales staff who understand the product options and their customers' needs and can effectively communicate important concepts like production consistency. They also work with customers who want to try an instrument before making a purchase. They are also able to coach customers through the purchase process and make informed suggestions about mouthpiece and reed choices that work well with the chosen instrument.

MQ: Retailers should consider broadening their selection beyond the traditional brands. Victory is a veteran- and Hispanic-owned business that resonates strongly with Latino communities across the U.S. Our identity matters to many families, educators, and musicians — and it's part of why we've earned trust. As more Latin artists and schools take notice, we're seeing growing momentum. Retailers who align with that shift and offer brands like ours are better positioned to serve an evolving and diverse customer base.

SD: Retailers should focus on educating parents and players about how step-up instruments contribute to a student's musical development. Signage and in-store conversations should help families understand the differences between student, step-up, and professional models, emphasizing that a step-up clarinet provides greater dynamic range and tonal flexibility while maintaining stability; supports technical growth and

articulation development; and is easy and enjoyable to play, which encourages continued enjoyment and commitment

We recommend using demo stations, side-by-side feature comparisons, and collaborating with local educators to help guide purchasing decisions. Testimonials, clinician endorsements, and QR codes linking to video demonstration can also be very effective. Most importantly, nothing beats having students play these instruments themselves. Once they hear and feel the difference a better instrument can make, they are highly motivated to make a purchase.

JB: Students and families buying a step-up clarinet are often making their first major instrument investment, so the process should feel special. Set up a dedicated tryout room in your store that highlights our clarinets visually — polished, well-lit, and accessible — with signage that clearly differentiates them from beginner models. Allow the student to play freely and let their sound guide their choice. The Clarinet Corner is a curated display from Buffet Crampon that showcases a progression of clarinets tailored to different skill levels and budgets. Featuring models like the Premium, E11, E12F, GALA, and R13 Nickel, this display allows players to visually and physically explore the step-by-step journey through the Buffet lineup. It's especially helpful during the trial process, as it narrows choices while highlighting clear differences in tone, feel, and response. When paired with knowledgeable and attentive staff, the Clarinet Corner becomes a powerful tool in helping each player find the instrument that best matches their goals, experience, and investment. Several of our authorized dealers around the country now have the Clarinet Corner display in their store!

Any recent or upcoming B \flat models of this type that you'd like to draw our readers' attention to?

JB: The Gala is a standout model in this category. It offers a beautiful tone and responsive feel at an accessible price point, making it an ideal choice for advancing players. Thoughtfully designed with subtle yet meaningful upgrades — such as a stained African blackwood body, improved keywork, black nickel plated rings, and leather pads, the GALA bridges the gap between student and professional instruments, providing a truly elevated playing experience for those ready to take the next step.



“ It is most likely that ongoing tariffs, supply-chain disruptions, and other trade issues could pose risks to this segment of instruments at this price point. ”

Jessica Bell | Buffet Crampon

“ Retailers should focus on educating parents and players about how step-up instruments contribute to a student's musical development ”

Shane Deuel | Conn Selmer

“ *Affordability, overall value, and flexible payment options are more important than ever* ”

Melvin Quiñones | Victory Musical Instruments



MQ: We continue to focus on the Crown Series, which is gaining traction in the U.S. after strong performance across Latin America. It was built specifically with step-up players in mind, and we're proud of its consistency, both in tone and appearance. Rather than rush out new models, we're focused on refining what already works — and it's paying off.

SD: Yes, the Leblanc Esprit is a standout in our current lineup. It represents a significant upgrade from plastic student models, featuring a durable grenadilla wood body, precision keywork, and a balanced, rich tone that is accessible for advancing players. It has been well-received by both educators and private instructors, and it's quickly becoming a preferred choice for school music programs and individual students alike.

BP: Yamaha is always listening to the market and trying to better deliver on customer needs. The most notable new product we continue to see growing in demand in the step-up segment is the Custom YCL-CSVR clarinets. We have also recently updated best-selling models at the intermediate and professional levels, but our biggest successes and sales increases have been with the new CSVR B₃ and A clarinets. One hallmark of Yamaha as a company is our investment in research and development. There is virtually no downtime at the worldwide network of artist Atelier facilities. The world-class technicians and designers on staff continually strive to enhance what Yamaha offers to all levels of clarinetists.

MS: Currently, we don't have any plans to launch any other B₃ models.

What's your expectation for sales of step-up B₃ clarinets in the coming months?

MQ: We're optimistic. The back-to-school season is shaping up well, and we've already seen a noticeable uptick in demand. As budgets stabilize and educators look for trusted alternatives, we expect continued growth in this category — especially with the Crown Series positioned right where it needs to be.

SD: We expect strong and steady sales in this category throughout the rest of the year. Our robust inventory levels, consistent delivery timelines, and the trusted reputation of our brand position us well to meet demand. As school band programs continue to grow post-pandemic and parents remain committed to investing in quality instruments for their children, we anticipate sustained interest in both the Leblanc Serenade and Leblanc Esprit models.

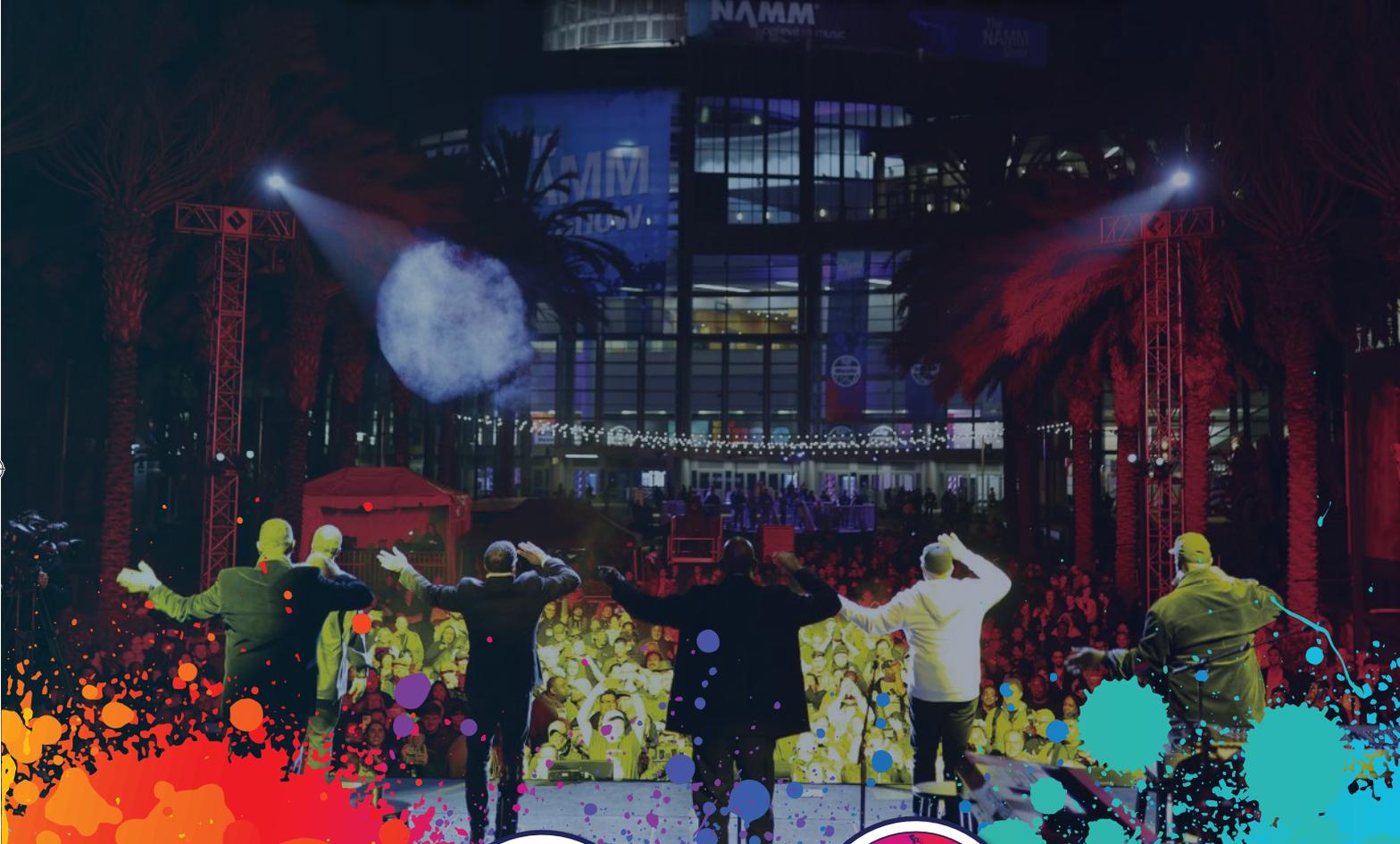
JB: We're optimistic that as more players and educators discover the exceptional value of the E12F and GALA models, step-up clarinet sales will continue to grow in the coming months. At Buffet Crampon, we're proud to provide instruments that meet the evolving needs of advancing players — offering the ideal balance of performance, quality, and value at every level.

BP: The clarinet segment is strong, and we expect to see growing demand for premium quality instruments like those Yamaha offers. In the late summer and fall months, we plan to further support dealer sell-through efforts by providing promotions and programs that include strong sales tools. This support includes back-to-school recruitment and retention activities, the industry-leading Step Up to Yamaha fall rebate program, and a host of other exciting promotions within our premium Shokunin Select and Select dealer programs.





See You Next Year!



NAMM WEEK

January 20-24, 2026

Anaheim Convention Center • Southern California

Events
January 20-24

Exhibits
January 22-24

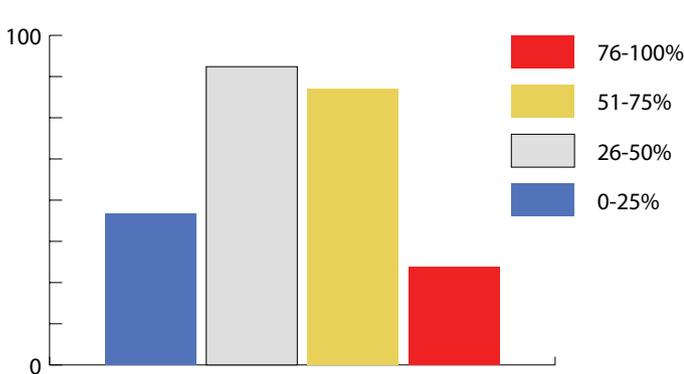
RETAILERS IN TREBLE (THE GOOD KIND) THIS BACK TO SCHOOL SEASON

By Christian Wissmuller

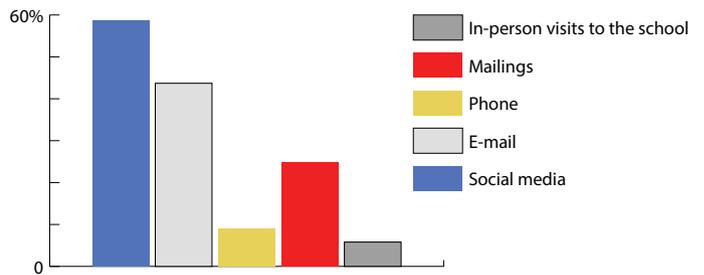
As summer's last rays start to fade and the scent of freshly sharpened pencils mingles with pumpkin spice, music retailers across the country are shifting gears into one of the most dynamic — and telling — periods of the sales calendar: Back-to-School. For many in the MI trade, this is a make-or-break season, when instrument rentals, beginner gear packages, method books, and marching band essentials move at a brisk clip. It's also a moment when stores can forge lasting relationships with first-time players and their families, setting the tone (pun intended) for years of future business.

To get a pulse on how this year's Back-to-School season is shaping up, MMR checked in with retailers from across the map, gathering insights on everything from rental program trends to hot-selling accessories, from the challenges of inventory and staffing to creative promotions that hit just the right note. The results offer a revealing snapshot of how the industry is meeting the unique demands of this critical window — and perhaps a few ideas worth jotting down in your own September playbook.

Sales of instruments and musical gear leading up to the fall semester account for how much of your annual business?



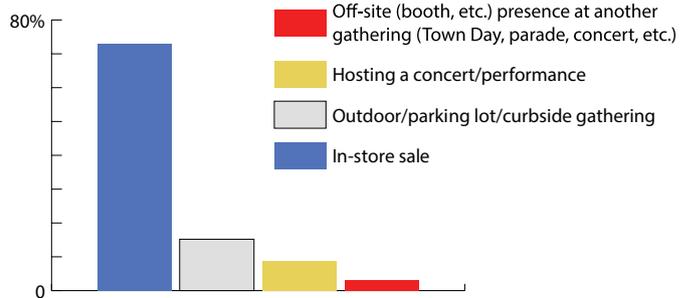
If you do actively attempt to cultivate connections with music educators in your area's school district(s), what approaches do you use?



Are you planning to have a Back-to-School sale, event, or promotion this year?



If you are planning an event, what will be its nature?

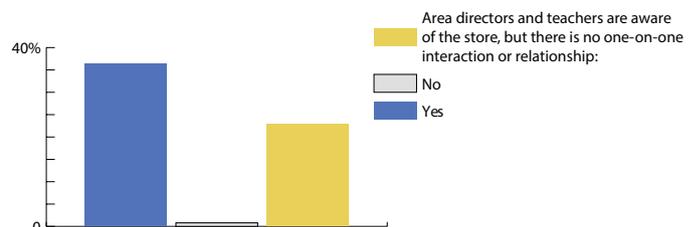


As always, we will have a back-to-school cross-training sales meeting to educate and prepare our staff on our rental policies and the introduction of band instrument basic presentations; families, assembly, tone, and maintenance. We want everyone to be prepared to answer questions intelligently during those few weeks of annual chaos.

“ ”

— Jerry Vesely | Veseley Music | Parowan, Utah —

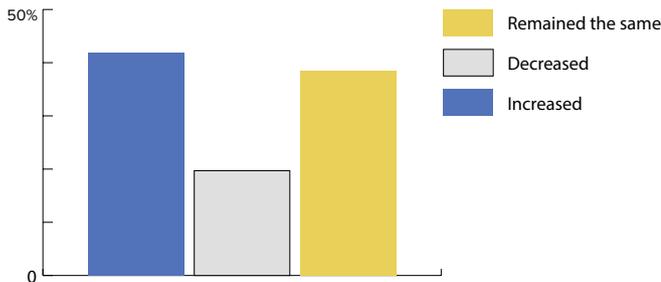
Does your store have/pursue relationships with band directors and music instructors in your area's school district(s)?



“The Back to School season is so very important to any music retailer whose primary focus is on band & orchestra instruments. New rentals feed every aspect of our organization from lessons to repairs, print to accessories.”

AI Stephens | Moore Music Company

Has the importance of Back-to-School season to your overall business model increased, decreased, or remained largely the same over the past few years?



“We are primarily a rental business. Rent to rent. Although our orchestral string business is strong, we have all but abandoned the retail sale of band instruments. We just can’t justify the expense of maintaining multiple dealerships only to make pennies-on-the-dollar investment.”

Roy Noguera | Laconia Music Center | New Hyde Park, New York

“The Back to School season is so very important to any music retailer whose primary focus is on band & orchestra instruments. New rentals feed every aspect of our organization from lessons to repairs, print to accessories. Rental instruments are our ‘quiet advertisers’ as each case has a colorful vinyl sticker with our store logo on the outside. Our rental program gives us an entree into our school music programs and access to the directors. We partner with our local school system to host summer music camps with tuition waivers available for students leasing instruments from us. And it goes without saying, a strong rental program provides a steady stream of revenue for our business.”

AI Stephens | Moore Music Company | Greensboro, North Carolina

Find the new sound

Redefining the Saxophone Experience

Chenonceau 80 Series
CAS-80L

Get More Information

Château Music USA, Inc.
2300 S. Reservoir St. Suite 208 Pomona, CA 91766
TEL : (909) 627-8882 | Email: kcheng@chateausamusic.com
www.chateausamusic.com

Château
TAIWAN

Congratulations to Ritmüller for 230 years of achievement!



From Johannes Brahms to David Syme, Ritmüller pianos have shaped music history for over two centuries. It was on a Ritmüller piano in Göttingen where Brahms composed his groundbreaking *Piano Concerto No. 1 in D minor, Op. 15*, blending perfectionism with innovation. Today, his legacy continues to inspire pianists around the world.

The new Limited Special Edition Ritmüller RZ9, our 230th Anniversary upright model, brings concert-level performance to an upright design. Featuring the revolutionary



Esmonde-White Action, that offers the touch of a grand



piano, PR2.0 hammers for pure sound, and German Rösiau wire with copper-wound

bass strings for tonal richness — all crafted to European standards.



As Ritmüller's Worldwide Brand Ambassador, American virtuoso David Syme carries this tradition of excellence forward. This year, David will commemorate the 230th anniversary of Ritmüller with his "Living Room Concerts" series at his estate in West Cork, Ireland.

From Carnegie Hall to collaborating with leading orchestras, Syme embodies the artistry and innovation that will continue to define Ritmüller for decades to come.



David Syme, Ritmüller Worldwide Brand Ambassador

Ritmüller
Since 1795

IT'S BACK TO SCHOOL SEASON: IS YOUR STORE READY?

By Taylor Harnois, General Manager, Music Shop 360



Leverage prior years' rental data and stay in close contact with schools to make smarter inventory choices, and avoid running out of popular instruments or stocking too much of what doesn't rent or sell.

Preparing for the back-to-school rush is one of the most important times of year for music retailers. The season starts long before the first day of class. Stores that gain an advantage plan early, embrace technology, and use insights from past school years to guide operations and inventory management.

With only 13 percent of parents' back-to-school budgets allocated to extracurricular activities, music retailers have to plan carefully. Early preparation helps stores stand out, build lasting connections, and meet families' needs with care and efficiency.

Here's how music retailers can prepare now to ensure a strong start to the school year ahead.

Engage Early to Build Loyalty

In many communities, music education begins in elementary school, where music classes introduce students to instruments for the first time. By middle school, students often join band or orchestra and need their own instruments for practice and performances. Most schools can't provide instruments for every student, so families turn to local music shops for support. This is often the first time students and their families connect with music stores. It's critical that these interactions aren't just transactional, but are seen as an opportunity for retailers to build trust, offer guidance, and start a long-term relationship.

Good preparation begins with music retailers partnering with schools. Early communication with music educators or ensemble directors helps align rental offerings with school requirements. Schools typically distribute required supply lists over the summer or at the start of the academic year, so stores should plan accordingly. Many schools also host "school nights," where music teachers take families through expectations for the year ahead and invite local music retailers to explain rental and purchase options.

Retailers who show up prepared and aligned with the needs of schools and families become partners in students' music education journey, not just instrument providers.

Leverage Technology to Your Advantage

Just like shopping for school supplies or clothes, the back-to-school season brings crowds of families all needing instruments at once. Stores should embrace technology to help them work faster and avoid chaos.

An area where technology can make an

immediate impact is instrument rentals. An online rental platform can greatly reduce paperwork. Instead of filling out forms by hand, families can complete everything online and pick up instruments faster. Tools that let stores customize offerings for each school are also valuable, making it easy for parents to find exactly what their child needs without confusion or delay. These platforms also create potential upsell opportunities by displaying recommended accessories or warranty offerings for repairs or servicing based on school requirements.

While embracing technology allows music stores to operate more smoothly, it doesn't eliminate the importance of face-to-face interactions. Many families still pick up instruments in store, giving retailers the chance to offer advice and ensure students are fully prepared for the school year to come.

For stores that can coordinate delivery services — whether through school partnerships, rural outreach, or remote fulfillment models — streamlined logistics are key. Bulk deliveries, repairs, and returns all benefit from technology systems that reduce manual work and keep day-to-day logistics organized and moving during busy times.

Use Data to Drive Inventory Decisions

A key aspect of preparing for the school year is predicting demand. Leverage prior years' rental data and stay in close contact with schools to make smarter inventory choices, and avoid running out of popular instruments or stocking too much of what doesn't rent or sell.

Look at last year's records. What instruments were most needed? Did specific schools request certain models or accessories? Were there stockouts that caused missed opportunities? Reviewing prior years' performances and speaking directly with schools about any program changes can give retailers a solid foundation for forecasting.

Popular instruments like violins, trumpets, saxophones, and trombones are staples in many programs, but every area is different. Pay attention to what the local schools actually use, not just what's popular everywhere else.

For retailers serving rural communities or areas without a local music store, remote rentals and school delivery programs add another layer of planning. Having solid data forecasts and efficient logistics will ensure students get what they need, when they need it — keeping everyone happy and building long-term loyalty.

Support Students' Musical Journey

Rentals are often seen as short-term transactions, but they're actually the start of a relationship that could last years. Students who rent instruments often need repairs, lessons, accessories, and eventually better instruments as they improve.

Music retailers that build out programs for continued support, such as service and repair programs, accessory bundles, or loyalty perks, help musicians stay engaged and motivated. When stores can help students succeed at music, they become a go-to store — not just another place that rents instruments.

Providing a seamless experience during the school year also improves word-of-mouth recommendations. Some schools even promote specific retailers because they know those stores will take good care of their families.

By helping students access instruments and music education, music retailers can build a loyal base with the next generation of musicians.

Final Notes

Planning ahead, using smart systems to handle rentals and inventory, and learning from what worked in past years is what will set music retailers apart, ultimately helping them serve families better and avoid the back-to-school chaos that comes with being unprepared.

Most importantly, they will help young musicians get the instruments they need to start their musical journey right.

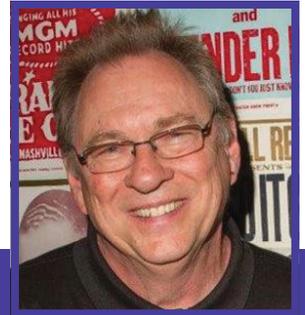


Planning ahead, using smart systems to handle rentals and inventory, and learning from what worked in past years is what will set music retailers apart, ultimately helping them serve families better and avoid the back-to-school chaos that comes with being unprepared.

Taylor Harnois is the general manager of Music Shop 360, where he oversees all aspects of the Music Shop 360 brand, including sales and marketing, customer experience and support, and product and development. Prior to his time at Music Shop 360, Harnois spent many years in the retail and education industries. He holds a Bachelor's degree in Business Administration and a Master's degree in Business Leadership.

OLD SCHOOL CRAFTSMANSHIP VS. TECHNOLOGY

By Menzie Pittman, Author of *The New Musician*



“ Thankfully, there are die-hard musicians, technicians, and artisans who refuse to throw in the towel and continue to bring honor to their craft, standing by integrity at all costs. ”

As I sit in my local coffee shop waiting for my order, I’m amazed by how unimaginative piped-in music has become. I know it’s always been lacking in creativity, but I’ll take bad Top 40 over a mindless loop programmed by a bot any day.

It should be obvious to anyone with ears that AI is seeping into the airwaves and onto streaming services in a big way, but unsuspecting listeners are often unaware. This new barrage of bad has a lot to do with technology making the creation of music more accessible — having a passion for playing an instrument is no longer a requirement.

The artificial music blasting through 6-inch ceiling speakers serves as a reminder that we’ve arrived at a time when generic, repetitive sounds are now accepted by some as a legitimate art form. Anyone who has taken the time and effort to truly learn music as a craft would probably agree that, artistically speaking, we are quickly approaching the famous moment from “Thelma & Louise” when they drive off the cliff.

Thankfully, there are die-hard musicians, technicians, and artisans who refuse to throw in the towel and continue to bring honor to their craft, standing by integrity at all costs. This old school way of thinking continues to permeate certain factions of the music business in a way that keeps it special. These artists continue to honor the tradition of putting purpose and craft first.

I wanted to take a moment to highlight one such artisan — Tim Dingus, owner of Drum & Strum in Warrenton, Virginia.

Opening their doors in 1990 as a family-owned business, Drum & Strum, like most small box stores, has seen a lot of changes over their 35 years in business. It is now stewarded solely by Tim.

It is important to note that over the years, Tim’s core principles have not changed. If anything, they have become more crystalized. Tim has focused on carrying top product lines while maintaining a strong, successful music education program. His wife Beth is an outstanding piano teacher, and is another reason Drum & Strum is so respected within their community. And Tim has one more card up his sleeve — he is a repairman extraordinaire!

We all know music is a form of creative expression, but it’s also a craft. And good luck expressing your craft on an instrument that is of poor quality, or that simply needs some good lovin’ to get it to an acceptable playing condition. Tim, like many other excellent music techs across the country, plays a critical role in providing assistance to musicians whose instruments are in need of a visit to the doctor’s office.

Small businesses really stand out in this conversation, because we are a community whose audience is made up of rising stars and weekend warriors who need dependable expertise as they learn and strengthen their craft. As you’d suspect of musicians, not all repair techs are created equally. That’s what makes Tim Dingus such an outstanding technician — he cares about making whatever instrument you own play to its highest level.

Tim is more than just an exceptional luthier; he is also a mentor to rising artists. When you take on a staff position in Drum & Strum, and if you have interest in learning more about how the world of high-end guitar repair works, he will have you hoppin’ and poppin’ alongside him in the blink of an eye.

So, in a world of “go faster” technology, it’s important to highlight these old school owners who simply care about how your guitar plays. Tim and Beth remind us that it’s okay to sit and pick or tickle the ivories for a minute. They make a great team, and the world is a little more in tune because of the craft-first approach they take. MMR-SBM

Make Money Renting School Band & Orchestra Instruments



NO STARTUP COST

We'll stock your store, create your website, and mail custom-branded flyers to your schools.

CONSISTENT CASH

Our program offers the highest commission rate in the industry PLUS a per-new account bonus.

NO COLLECTIONS

VIR Affiliates are *never* responsible for customer collections. We handle it from start to finish.

NEVER A CONFLICT

Unlike the others, we don't operate retail stores, websites or catalogs that compete *against* you.

GET STARTED NOW

Scan the QR code and watch our 2-minute video.



www.veritas-online.com
800-578-9724

Fretted

New Releases from PRS

PRS Guitars has announced a new limited edition: the PRS CE 24 Special. “Special” in the name refers to this guitar’s hum/single/hum pickup configuration, a first for the CE bolt-on platform. Only 1,500 of this limited-edition model will be made for 2025.

While the CE 24 normally features two PRS 85/15 pickups in the treble and bass positions, the CE 24 Special adds a PRS NS-01 single coil in the middle position. The three-pickup layout brings more tonal options to players, and the 5-way pickup selector switch helps players shape their preferred sound.

“With the CE 24 Special, you get all the iconic tones you expect from a CE. But now, with the middle pickup from the Modern Eagle V added to the mix, you can easily dial in the classic scooped tones typically associated with traditional 3-pickup/5-way switch-equipped guitars. Thanks to the tonal range of the 85/15 humbuckers, the CE 24 Special offers even more warmth and versatility than some historic models with a similar setup,” said Chuck Lenderking, PRS Guitars product manager.

True to the CE family of guitars, this model features a bolt-on maple neck, providing a snappy attack and enhanced resonance. The Pattern Thin neck profile and satin finish on the neck offer fast playability and comfort.

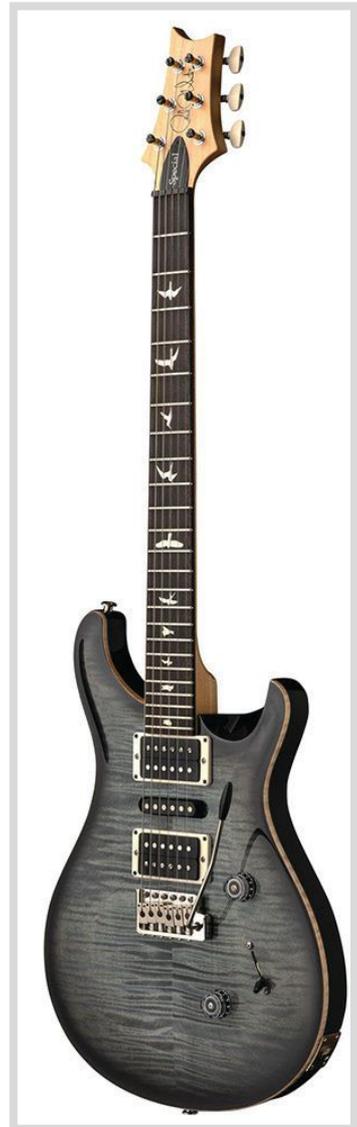
PRS Guitars has also released the SE Silver Sky Rosewood in four new colors, created in collaboration with Grammy award-winning PRS Signature Artist, John Mayer. The fresh finishes, offered for the first time on any PRS model, are Derby Red, Trad Blue, Laurel Green, and Dandy Lion (a brilliant and eye-catching yellow).

“The new Silver Sky SE lineup features four new colors inspired by traditional American fashion. These are time-tested hues that have been popular through decades, and I’m excited to share them with the world as the latest SE colorways,” said John Mayer.

The SE Silver Sky is a familiar iteration of the original Silver Sky model that was first introduced with John Mayer in 2018. The SE starts with a poplar body, bolt-on maple neck, and rosewood fretboard with PRS trademark bird inlays. The 22-fret, 25.5” scale length neck features the original 635JM carve and an 8.5” fretboard radius. It is anchored by three single-coil 635JM “S” pickups, a two-point steel tremolo, synthetic bone nut, and vintage-style tuners.

The SE Silver Sky Maple colorway is also being updated to include two new finishes previously offered on the rosewood-equipped model. The SE Silver Sky Maple’s new color palette is Moon White, Stone Blue, Summit Purple, and Nylon Blue.

PRS Guitars continues its schedule of launching new products each month in 2025. Stay tuned to see new gear and 40th Anniversary limited-edition guitars throughout the year.



Fender Launches The American Ultra Lux Vintage Collection

Fender Musical Instruments Corporation (FMIC) announces the launch of American Ultra Luxe Vintage. Built upon the original American Ultra II models, this new collection represents the pinnacle of Fender innovation and craftsmanship, setting the benchmark for premium electric instruments whilst showcasing the finest of the brand's heritage – where timeless classics meet uncompromisingly modern technological refinement.

At the heart of this collection are the '50s and '60s custom editions of the legendary Stratocaster® and Telecaster® models. Paying homage to the golden era of Fender's innovation, these instruments all feature Pure Vintage Pickups with advanced electronics and S-1 Switching, to capture the distinctive sound and feel that has propelled the brand to pioneer status in its field. Every curve, contour, and detail has been carefully reproduced and finished in Meticulously Aged Heirloom™ Nitrocellulose Lacquer, with each guitar model boasting a quartersawn maple neck with upgraded stainless steel frets.

Complementing these classics is the HSS '60s Stratocaster® model, an instrument designed to offer expanded tonal versatility without sacrificing its vintage soul. With its powerful Pure Vintage '61 Single-Coil Strat® pickups at the neck and a Haymaker™ Humbucker sitting by the bridge, this model provides an extensive sonic palette; from warm, nuanced cleans to searing, high-gain leads, all while maintaining the iconic Stratocaster® voice, also finished in Fender's trademark Meticulously Aged Heirloom™ Nitrocellulose Lacquer.

Key Features Include:

- Heirloom™ lacquer finish: A meticulously aged Heirloom lacquer finish lets the tone wood breathe as it wears naturally and uniquely.



- Iconic pickups: Get genuine classic Fender tone from the Pure Vintage pickups and powerful, articulate crunch from the Haymaker™ Humbucker.
- Stainless steel frets: Fast playing and nearly indestructible, stainless steel frets are preferred for their consistency and durability
- consistency and durability

“With the American Ultra Luxe Vintage series, we’ve redefined the balance between heritage and innovation,” said Max Gutnik, chief product officer, FMIC. “This collection honors our iconic legacy while pushing the boundaries of modern craftsmanship. Every detail is built for exceptional tone, feel, and timeless style. We’re proud to offer players an elevated experience that respects tradition and sets a new standard for performance.”

The American Ultra Luxe Vintage series offers musicians the best of both worlds: classic Fender design, timeless elegance, and historical significance, combined with modern sonic engineering's unparalleled performance and versatility. These instruments are an evolution that honors the legacy that continues to define the Fender brand while being cherished by a new generation of players.

D'Angelico Guitars Launches 60th Anniversary Grateful Dead Collection

D'Angelico Guitars announces an all-new collection of officially licensed Grateful Dead guitars celebrating the 60th Anniversary of the legendary band and ten years of partnership between the two brands. D'Angelico's beloved Red, White, and Blue Lightning Bolt custom finish is back and now available on three distinct models.

D'Angelico Guitars began working with the Grateful Dead in 2015 through longtime mutual charity partner, HeadCount.org, when the brand donated hand-painted guitars to raise money at auction at the band's "Fare thee Well" shows. The collection raised over half a million dollars at auction for Dead Family Charities.

The success of the hand-painted models donated for this event sparked the design inspiration for D'Angelico's first licensing project with Warner Music Group. The Premier DC "Steal Your Face" guitar was released in 2017 and was the brand's first foray into the world of the Grateful Dead. From there, D'Angelico Guitars began its long-standing partnership with HeadCount, Dead and Company, and Bobby Weir. From 2017 to 2025, the brand released two more licensed Grateful Dead models, five signature model variations with Bobby Weir, and has provided instruments to HeadCount for customization to follow Dead and Company's tours and residencies, raising hundreds of thousands of dollars for Grateful Dead Family Charities along the way.

Based on D'Angelico's most popular model, the double-cutaway Premier Grateful Dead DC pays homage to the original co-branded model released in 2017, while the new single-cutaway Premier Grateful Dead SS offers a refined elegance and celebrates the jazz-inspired side of the Grateful Dead. With a highly playable slim C-shape neck, rosewood fingerboard and medium jumbo frets, players can easily glide through all of their favorite Grateful Dead runs and licks with plenty of room for improvisation via versatile D'Angelico humbuckers. Both models also feature gold hardware, ebony knobs, and Stairstep tuners.

The Premier Grateful Dead Tammany offers both players and collectors access to an easy-playing orchestra model featuring an expertly crafted tri-color top and a custom headplate featuring a matching Steal Your Face decal. Boasting a solid



spruce top with layered sapele back and sides, the Grateful Dead Tammany offers pristine and balanced tone, while a Fishman Presys VT preamp system offers true-to-tone amplification for easy on-stage use.

Each guitar features a Steal Your Face headstock inlay and comes with a custom red, white and blue co-branded gig bag.

Now available for pre-order at select dealers in the United States. Each model sold separately.

One of each of these guitars will be hand painted featuring commemorative artwork in honor of Dead & Company's San Francisco Golden Gate Park shows this summer. The guitars will be on display at the shows and available for auction, supporting longtime charity partner, HeadCount.

Furch Guitars Introduces Pioneer Series: All-Solid-Wood, Travel-Friendly Short-Scale Guitars

Furch Guitars (Furch), one of the world's leading manufacturers of premium-quality, all-solid-wood acoustic instruments, announces the introduction of the Pioneer Series: a brand-new line of short-scale, all-solid-wood small-body acoustic guitars designed to deliver Furch's renowned acoustic performance and tone quality in a more compact, portable and accessible format.

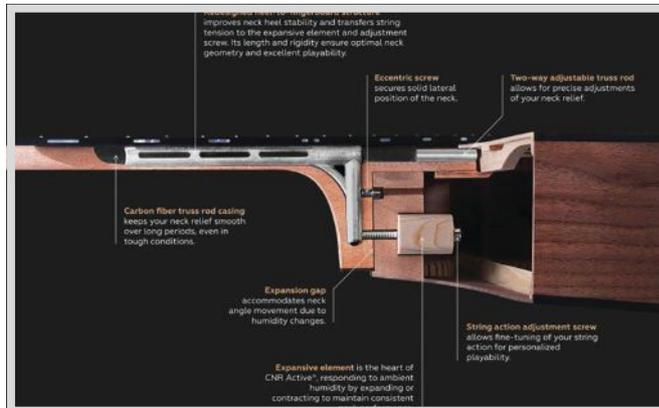
The Pioneer Series embodies Furch's commitment to delivering exceptional acoustic performance in a highly portable and accessible format. Suited to everyone from aspiring guitarists and traveling musicians to seasoned professionals, these instruments combine the signature features that have made Furch guitars a global choice: individual soundboard voicing, the CNR System® Active neck construction, resonance-enhancing finishes, and the proprietary Booster Soundport acoustic resonator.

The Pioneer features a body shape and bracing pattern inspired by Furch's acclaimed Little Jane travel guitar. Like the iconic Little Jane, the Pioneer Series delivers impressive tone and projection in a travel-friendly size. Furch retained the proven body shape, added a cutaway for easier access to the higher frets and removed the folding mechanism, simplifying production and reducing cost while preserving the sonic character and portability players love.

Each Pioneer model delivers impressive projection in its travel-friendly size thanks to the Booster Soundport, Furch's acoustic resonator built into the side of the body. Inspired by extensive research into body resonance and soundhole geometry, the Booster Soundport reduces internal air pressure so the soundboard can vibrate more freely, producing a fuller, richer tone, and making it easier for players to hear every nuance. "Thanks to the Booster Soundport, players enjoy a more intimate connection with their guitar. It's like having a private stage monitor in your lap," adds Pavel Hoffmann from Furch's R&D team.

In line with Furch's dedication to innovation, the Pioneer also features the CNR System® Active, the company's proprietary neck construction that automatically compensates for changes in humidity and temperature. Paired with a simple, user-friendly string action adjustment screw, it ensures each Pioneer maintains stable, precise playability across a wide range of conditions.

The Pioneer sports a 615 mm (24 3/16") scale length with its neck joined to the body at the 14th fret, balancing compact dimensions with full-sized response. The fretboard carries a 400 mm (15 3/4") radius and the "Furch Soft V" neck profile, offered with either a 45 mm (1 3/4") or 43 mm (1 11/16") nut width, so players can



choose the feel that best suits their hand size and playing style.

The Pioneer Series launches with four all-solid-wood models, each offering a distinct tonal character:

Pioneer-EM (Engelmann spruce top, African mahogany back and sides): Combines the crisp dynamics and brightness of spruce with warm lows and a balanced midrange of mahogany. Suggested international retail price: €945 / \$964. Suggested USA retail price: \$1007.

Pioneer-ER (Engelmann spruce top, Indian rosewood back and sides): A beloved tonewood pairing delivering articulate treble, rich overtones, and deep lows for a harmonically complex sound. Suggested international retail price: €1,149 / \$1,172. Suggested USA retail price: \$1,223.

Pioneer-CM (Western red cedar top, African mahogany back and sides): Western red cedar offers a mellow, nuanced tone with quick response, complemented by the warmth of mahogany. Suggested international retail price: €1,098 / \$1,120. Suggested USA retail price: \$1,170.

Pioneer-MM (All-African mahogany): Delivers a warm, mellow voice with focused midrange and subtle compression — a classic all-mahogany sound in a compact body. Suggested international retail price: €1,025 / \$1,046. Suggested USA retail price: \$1,092.

The Pioneer Series is available immediately through Furch's global network of authorized retailers and from the Furch online shop, alongside the Little Jane travel guitar models.

Cases & Stands

Wenger Corporation's New Endur Music Stand Offers Unmatched Durability and Strength

Wenger Corporation, a leading provider of innovative products and solutions for music education and performing arts, is proud to announce the launch of its new Endur™ music stand.

Developed with the needs of music educators, student musicians and professional musicians in mind, the Endur music stand is a modern blend of durability and strength. The Endur music stand can easily handle the daily demands of music classrooms and performance venues.

The Endur music stand boasts robust all-metal construction, including a 22-gauge rolled-edge steel desk, 18-gauge steel post, welded steel base and bolt-through desk attachment. This design ensures the Endur music stand can perform without sinking or tipping. The desk's smooth, rolled edges are designed to maximize strength, minimize bending and protect valuable musical instruments from contact with the desk. Its heavy-duty balanced base provides exceptional stability in every practice or performance space.

The Endur music stand offers reliable, steady height adjustment options ranging from 23" to 43-3/4" (584 to 1111 mm), measured desk lip to the floor. Its rugged black powder-coat paint finish provides added durability, and this stand is UL GREENGUARD certified to meet rigorous chemical emissions requirements that safeguard indoor air quality. The Endur music stand is backed by a comprehensive 10-year warranty.





DO YOU HAVE THE STRINGS YOUR CUSTOMERS ARE ASKING FOR?

Stringjoy is the fastest-growing new guitar string brand at dealers for a reason. Players love that they have fuller, more powerful tone, balanced tension

from string to string, and the durability to outperform other strings on the market. Dealers love that they have no minimums, great margins, and

free shipping on US orders over \$500. Give your customers the strings they want, and make money doing it with Stringjoy.

CONTACT SALES@STRINGJOY.COM FOR DEALER INQUIRIES



Gator G-TOUR Behringer Wing Compact Cases and ONYX Series DJ Cases

Two new additions to Gator's G-TOUR Series provide custom-fit protection for the Behringer WING Compact digital mixer, both optimized for touring applications. One model features an integrated doghouse to accommodate rear cable access in live-in setups, while the other offers a streamlined form factor without the added compartment. Each case is engineered to support the mobility and protection needs of live sound engineers and production crews.

Both models are constructed from 9 mm plywood with a laminated exterior and feature reinforced ball corners, plated hardware and an aluminum valance for lid-to-base alignment. Red recessed twist latches keep the lid secured in transit, and spring-loaded rubber handles provide a comfortable carry. Built-in wheels and a tow handle allow for smooth movement between locations.

The doghouse model includes a rear compartment that allows cables to remain connected during use, supporting live-in workflows and faster changeovers. The non-doghouse version reduces overall size and weight, offering a compact solution for streamlined handling.

Beyond mixers, Gator's G-TOUR Series includes ATA-style flight cases for instruments and pro audio equipment, including lighting, DJ gear, keyboards, guitars, effects pedals, tour furniture and utility equipment.

Gator has also announced the launch of the ONYX Series, a new collection of tour-style DJ flight cases built on the proven foundation of the G-TOUR line, now reimagined with a matte black finish and rugged aesthetic. Developed for professional DJs who demand protection, functionality, and clean visual appeal, the ONYX Series delivers custom-fit, heavy-duty transport solutions tailored for popular DJ controllers and vinyl storage needs.

Several new models in the series are designed for Pioneer DJ controllers, including the Opus Quad, DDJ-REV7, XDJ-RX3, and DDJ-FLX10. Each case features shock-absorbing EVA foam interiors, removable front panels for fast access to ports and controls, and reinforced commercial-grade hardware throughout. Integrated wheels and spring-loaded, rubber-gripped handles provide smooth transport and dependable handling from the booth to the van and everywhere in between.



For Rane users, the ONYX Series includes a dual-fit case for the Rane Four and Rane Performer. Like its Pioneer-focused counterparts, this model offers a precise fit, durable interior foam, and professional-grade exterior components designed to endure the demands of frequent use. With quick-access features and mobile-ready hardware, the Rane-compatible case supports DJs seeking a balance of protection, portability, and stealth styling.

“With the ONYX Series, we set out to design DJ cases that not only protect your gear, but also make a statement,” said Chris Roberts, product manager at Gator. “The black-on-black finish with red accents delivers a bold case that means business – perfect for DJs who take pride in their style as much as their sound.”

As part of the ONYX Series release, Gator has also introduced a flight-style case for 12-inch vinyl records, offering DJs and collectors a dependable solution for transporting or storing their record collections. Designed to hold 50 to 70 records in their sleeves, the case features a foam-lined interior that helps prevent shifting, scratching, and pressure damage during transit.

Its durable construction and stackable form make it a versatile choice for crate-style storage at home or quick access during live sets. The removable lid adds convenience for setup, while recessed latches and spring-loaded handles provide secure, comfortable handling wherever the records go.



Print & Digital

Excelcia Music Publishing and Wingert-Jones Publications Announce ‘Ready Sets’ for Concert Band

Excelcia Music Publishing and Wingert-Jones Publications are thrilled to jointly unveil *Ready Sets: Official Copies, Ready to Pass Out and Play*. *Ready Sets* are a series of new options for purchasing Concert Band works, beyond the standard set of score and parts, intended to be ready to pass out and play immediately from the box using licensed, official copies. Packaged at a discount and offered in addition to the familiar standard sets are the new Judges Set, Class Set, and Bundled Set.

“We know that getting music to students while keeping standard sets in good condition can be a time-consuming challenge that directors have long sought to solve,” says Larry Clark, president. “With *Ready Sets*, we provide that solution. You can now offer your students legally authorized copies, immediately from the box, that fit perfectly in page protectors so your original set stays pristine for years to come. *Ready Sets* not only respect copyright laws and ensure composers are fairly compensated for their work, they also give directors the option to save time while also saving money. We hope directors will explore these additional options, and find that *Ready Sets* conveniently meet their needs.”

The Judges Set pairs a standard printed set of score and 9 x 12” parts with three additional judges scores, saving directors time and money when preparing for assessment performances.

The Class Set pairs a standard printed set of a score and 9 x 12” parts with a full set of additional official 8.5 x 11” part copies*, as well as a license to copy future parts. The additional official part copies in the Class Set allow directors to pass out music immediately from the box, and are sized to be easily used with binders and plastic sleeves so that parts stay in good condition, or fit neatly into students’ music folders.

The Bundled Set pairs a standard printed set of a score and 9 x 12” parts with three additional judges scores, a full set of additional official 8.5 x 11” part copies*, and a license to copy future parts.

*Instrumentation and quantity of additional official 8.5 x 11” part copies are the same as those contained within a standard printed set.

Currently, *Ready Sets* are available for all new 2025-2026 Concert Band music releases from Excelcia Music Publishing and Wingert-Jones Publications.

Sound Reinforcement

Yorkville Sound Unveils New Paraline Compact Line Array

Yorkville Sound is excited to announce the next generation of its acclaimed Paraline series with four new powered enclosures. Designed for ground stack and flown configurations, these new speakers offer essential features and high output in compact cabinets.

The full-range PSA26 and PSA28 combine Tom Danley’s patented Paraline Lens and Synergy Horn technologies to minimize comb filtering while maximizing efficiency and directivity. They also feature lightweight neodymium drivers, tone shaping controls, onboard limiting, and integrated rigging hardware.

The PSA15S and PSA18S subwoofers are designed to pair perfectly with the top boxes, and offer 3000 Watts of peak power with your choice of 15” or 18” woofers.

All four new models are IP54 rated so they are ideal for outdoor use and can provide powerful sound reinforcement that is easy to transport and set up in any venue. These new PSA speakers are also proudly built at Yorkville’s factory in Pickering, Ontario.

“We listened carefully to feedback from our users to design new speakers with even greater scalability, functionality, and output,” explains Jeff Cowling, vice president of sales & marketing at Yorkville Sound. “With the new Paraline, we’ve succeeded in creating the most versatile line array series of its kind, and one that can adapt from small stages up to flown touring systems.”

The new Paraline series debuted at the DJX show in Atlantic City, and will begin shipping to Yorkville dealers worldwide later this summer.



BOW REPAIRING

Expert Bow Service
order forms, pricing and shipping label at:
www.bowrepairing.com
“An industry leader since 1967”
IRA B. KRAEMER & CO.
Wholesale Services Division
467 Grant Avenue
Scotch Plains, New Jersey 07076
(908) 322-4469

Freedom Barrel
Adjustable Clarinet Barrel

“The Freedom to Tune in Any Situation”
Available at RS Berkeley Retailers Everywhere

MADE IN THE USA

Adjusts from 60mm-70mm

RS Berkeley
Musical Instruments
1-800-974-3909 RS@berkeley.com

“It gives me the opportunity to play in tune in any situation. The tone is beautiful and its durable construction seems like it will last a lifetime.”
Sherran Irby
Jazz at Lincoln Center Orchestra

MODERN PIANO MOVING
Nationwide Door-To-Door Service Since 1935
800-737-5600
www.ModernPiano.com

MIRC YOUR ONE STOP SHOP
FOR QUALITY INSTRUMENTS & ACCESSORIES

WIDE SELECTION
Save time - purchase from one source.

QUALITY
Refurbished & New Instruments.

RETAIL READY
Just unbox and sell.

MIRC, LLC is:
NASHVILLE GUITAR WORKS
209 Gothic Court, Suite 104 Franklin, TN
(615) 771-7135

FRANKLIN GUITAR WORKS
Visit www.mircweb.com

The Music Retail Show

CQ

MIX SMARTER
WORK FASTER
SOUND BETTER



Sound your best on stage, in rehearsals, and in the studio.

CQ makes it easy, whatever your mixing style. Musicians can jump in with instrument-specific Quick Channels and dynamic FX, tweak their monitor mix via an app and let our intelligent Gain and Feedback Assistants handle the details.

Engineers will love the in-depth channel processing and apps for remote position mixing. Multitrack recording couldn't be easier with an integrated USB interface and SD Card slot.



CQ-18T



CQ-20B



CQ-12T



FIND OUT MORE AT [ALLEN-HEATH.COM/CQ](https://www.allen-heath.com/cq)

ALLEN & HEATH