

# M M R

## MUSICAL MERCHANDISE REVIEW

Celebrating 146 Years of Serving the MI Industry

Est. 1879



### CELEBRATING 25 YEARS OF GATOR CASES:

### BUILT FOR RETAILERS, TRUSTED BY MUSICIANS

# QU

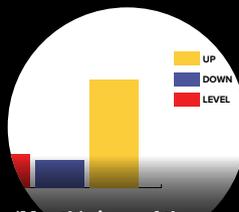
## ICONIC DESIGN, REBORN.



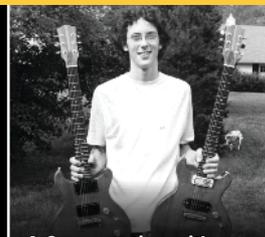
Meet the next generation of Qu series - reengineered with the latest FPGA processing technology and versatile connectivity for today's sound engineers.

ALLEN & HEATH

### INSIDE



(Mouth)piece of the Action: Woodwind Mouthpiece Sales in 2025



A Conversation with Paul Reed Smith on PRS Guitars' first 40 Years



Bill's Music at 60

# C O N T E N T S



## FEATURES

Vol.188 JULY 2025 No. 7

### UPFRONT Q&A

**Paul Reed Smith Reflects on 40 Years of PRS Guitars .....9**  
 From humble beginnings in Annapolis to becoming a world-renowned name trusted by legends and newcomers alike, PRS has always reflected the vision of its founder, Paul Reed Smith — a luthier, musician, and inventor whose curiosity and commitment to excellence have never wavered. To celebrate the milestone, *MMR* sat down with Paul for a candid conversation about the journey so far.

### SPOTLIGHT

**Celebrating 25 Years of Gator Cases: Built for Retailers, Trusted by Musicians ..... 12**  
 In a world increasingly dominated by virtual instruments and bedroom studios, the humble 61-key synth has not only held its ground — it’s evolved into a creative powerhouse for stage and studio alike. To explore what’s driving the staying power and innovation of these compact, road-ready keyboards, *MMR* gathered key voices from some of the most influential brands in the game: Roland, KORG, NORD, Oberheim, and Kurzweil.

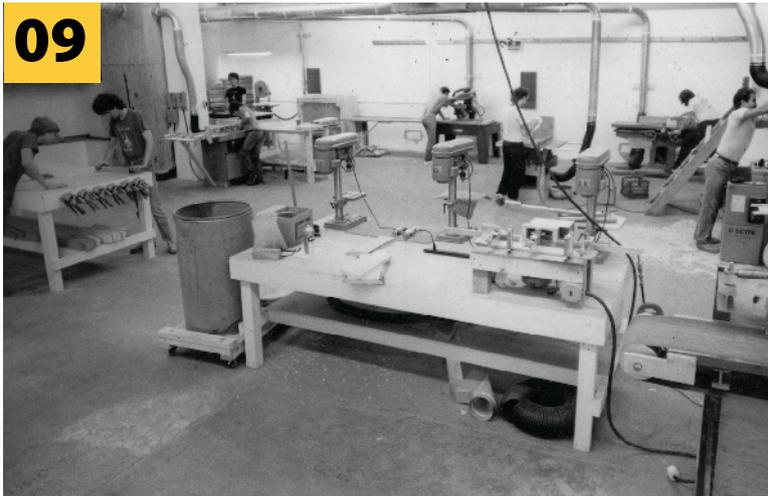
### ANNIVERSARY

**The Musical Instrument Mecca of Maryland: Bill’s Music at 60 ..... 19**  
 As Bill’s Music celebrates its 60th anniversary, it stands not only as a testament to resilience in a changing industry, but as a symbol of the enduring spirit of local music culture.

*MMR* recently chatted with Jamie Lee Reese, vice president, about the store’s legendary status and her family’s enduring legacy.

### DEALER SURVEY

**(Mouth)piece of the Action: Woodwind Mouthpiece Sales in 2025 ..... 23**  
 In today’s increasingly discerning musical instrument market, woodwind mouthpieces are no longer viewed as simple accessories or afterthoughts — they’re pivotal components that can dramatically shape a player’s tone, comfort, and overall performance experience. In our latest dealer survey, we spoke with retailers across the country to uncover what’s driving sales in this nuanced segment, which brands are gaining traction, how educators and professionals are influencing buyer preferences, and what dealers are looking for in 2025.



## Departments

Editorial.....	3
UpFront.....	4
People on the Move .....	7
Small Business Matters .....	18
New Products .....	24
Classifieds .....	27

*MMR* Musical Merchandise Review® (ISSN 0027-4615), Volume 188, Number 7, July 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

## Built to Carry More Than Gear: The Gator Cases Ethos

“Gator has steadily evolved from “that case company” into a comprehensive infrastructure brand for musical life.”

There's a quiet kind of reliability that doesn't always make the headlines — but it absolutely makes the gig. In the world of musical instruments and accessories, where sparkle and sonic innovation often steal the show, it's easy to overlook the backbone of the business: the companies that ensure everything arrives safely, on time, and in one piece. Enter Gator Cases.

For over two decades, Gator has done more than just manufacture rugged, thoughtfully engineered protective cases — they've carved out a reputation as the go-to guardian of musical gear across every level of the industry. From student clarinet cases stacked in school band rooms to flight-ready pedalboard solutions riding under 747s, Gator's presence is as ubiquitous as it is trusted.

But here's the kicker: they don't just protect instruments — they protect reputations. For dealers, educators, touring professionals, and weekend warriors alike, a cracked horn or busted pedalboard isn't just a nuisance — it's a breach of trust. And Gator understands that. Their broad, ever-evolving product line reflects an acute awareness of the real-world needs of working musicians and retailers.

Their form factors don't feel like afterthoughts — they feel like purpose-built solutions. And with a growing portfolio that now includes furniture, stands, bags, and utility cases, Gator has steadily evolved from “that case company” into a comprehensive infrastructure brand for musical life.

More impressive, perhaps, is the way they've managed to scale without sacrificing soul. Behind the sharp design and industrial durability, there's a company culture rooted in musical community, service, and that rarest of trade virtues: listening. Ask any rep or dealer who's worked with Gator — chances are, you'll hear about fast response times, personal accountability, and a team that genuinely wants to help you solve problems, not just move units.

In an industry that thrives on creativity and depends on dependability, Gator doesn't chase trends — they fortify them. And as we look ahead to another back-to-school season, another NAMM cycle, another wave of artists taking the stage, it's worth remembering that before the downbeat, someone had to make sure the gear got there safely.

And more often than not, that someone is Gator. Be sure to check out our cover feature on this now-legendary brand on page 12 of this issue!

Christian Wissmuller  
christian@mrrmagazine.com



MUSICAL MERCHANDISE REVIEW

Published Since 1879

#### 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

artistpro  
PUBLISHING

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

PUBLISHER OF



## EMD MUSIC TO DISTRIBUTE STRINGJOY

EMD Music, Inc. has signed an agreement to distribute Stringjoy strings within the USA.

US Sales Manager Tony Graham “We’re delighted to partner with Stringjoy. They offer an incredible quality product, which is not only US made but also made in our home city of Nashville. Stringjoy

is the fastest growing string brand in our industry currently and is a great addition to our catalog and for our dealer network.”

Stringjoy VP of Global Sales Chris Gilchrist “We are thrilled to partner with EMD Music who have for many years supplied their client base with



the highest quality and service. This partnership will allow Stringjoy to reach a much broader audience and having them also based in our home city of Nashville makes perfect sense.

## NAMM NEXT EUROPE UNITES THE EUROPEAN MUSIC PRODUCTS INDUSTRY WITH INAUGURAL EVENT

In mid-June, NAMM announced the conclusion of NAMM NeXT Europe, a regional summit focused on insights and analysis to shape the future of the European music industry. More than 60 European company leaders gathered at the conference, which was held at the Marriott Hotel Grand Place in Brussels, Belgium, on June 4-5, 2025.

“After the success of our inaugural NAMM NeXT event in Nashville last year, we wanted to expand globally with a similar event in Europe to unite European leaders and associations — from

NAMM member companies to industry partners — around the common goal of strengthening the global music products industry,” said John Mlynczak, president and CEO of NAMM. “The NAMM NeXT Europe event demonstrated why the global music products industry is stronger when we work together to share ideas and focus on how to create more music makers worldwide.”

NAMM NeXT Europe featured sessions with experts from inside and outside of the music business and focused on driving conversations

that will take the global industry to the next level. Attendees participated in keynotes, panel discussions and workshops that allowed for a deeper look into critical business issues. NAMM NeXT Europe was proudly supported by nine European music industry associations, including: AVHN, BDMH, CAFIM, Comusica, CSFI, Dismamusica, EMIA, MIA, and SOMM.

The NAMM NeXT format will continue as an investment in the global music industry at large and be held annually in a variety of event formats. As with this year’s Brussels event, future NAMM NeXT events will focus on helping the music industry grow by elevating the companies and people while tackling current business issues.

## SWEETWATER EARNS TOP 10 RANKING AMONG NORTH AMERICA’S TOP 100 MOST INSPIRING WORKPLACES

Sweetwater, the No. 1 online retailer for music makers, earned a 2025 Top 100 North American Inspiring Workplaces Award for creating an exemplary workplace that puts people first, and fosters a high-performing, values-driven culture that promotes trust, purpose, and belonging. This

year, Sweetwater ranked ninth out of 100 awarded companies across the continent, and fourth among large-size businesses in North America.

Celebrating its 10th year, Inspiring Workplaces recognizes organizations that go beyond offering a great place to work — the winning employee

culture empowers individuals to thrive, fueling innovation, performance, and lasting impact. Winners were announced at a ceremony in Chicago, where Sweetwater was honored alongside revered global brands including Equifax and Siemens.



## PEARL RIVER GUITARS HITS ALL THE RIGHT NOTES IN RETURN TO THE MIDSOUTH NOSTALGIA FESTIVAL

Pearl River Guitars once again struck a chord with music lovers, movie buffs and vintage TV fans at this year’s MidSouth Nostalgia Festival, held June 5–7 at the Whispering Woods Hotel in Olive Branch, Mississippi. Backed by a passionate team led by North American Pearl River guitar representative Sherry Carlisle Smith and SCE Group, the brand’s presence was impossible to miss — and unforgettable to experience.

Festivalgoers were treated to standout appearances by brand spokesman and country artist Keith Burns, who signed autographs, took part in celebrity Q&A panels, and electrified the Saturday night banquet with his powerful

renditions of “Pour Me” and “Cowboys Don’t Get Old.” The crowd’s emotional response proved once again that Pearl River Guitars doesn’t just build instruments — it builds moments.

Among this year’s crowd favorites were the Pearl River S1CO-JCB Jumbo Cutaway and the BPJ60-N all-maple bass guitar, which drew praise from attendees and special guests alike. Legendary stuntman and actor Diamond Farnsworth — whose credits include “NCIS,” “First Blood,” and “Ghostbusters” — was so taken with Keith’s guitar that he joined the growing roster of Pearl River endorsers and was gifted an S1CO-JCB as a welcome.

“This festival is all about storytelling, heritage, and connection,” said Sherry Carlisle Smith (sherrycarlisleentertainmentgroup.com). “That’s

what Pearl River Guitars is about, too — so the match couldn’t be more perfect.”

With Hollywood icons like Mary Badham, Robert Carradine, Patrick Wayne, and Jon Provost in attendance, the event was once again a haven for classic cinema fans and nostalgic hearts. Amid the collectibles, autographs, and old-time radio show reenactments, Pearl River Guitars reminded everyone that craftsmanship never goes out of style.

As interest grows and more performers join the Pearl River family, the brand’s momentum is unmistakable, and music lovers are taking note.

Visit PearlRiverUSA.com/Guitars/ for more information about these instruments and Pearl River’s full lineup of musical innovations.

## PEOPLE



Guitar Center has announced the appointment of Jennifer Thayer as president of Music & Arts. Music & Arts is the nation’s largest provider of band and orchestra instruments, rentals, repairs, and music lessons that serve students, families, and educators nationwide. In

this role, Thayer will lead the strategic direction, operations, and continued growth of Music & Arts’

more than 250 stores, over one million annual lessons, and the largest school instrument rental program in the country.

A results-driven executive with over 25 years of leadership experience, Thayer has held senior roles across retail, logistics, sales, and customer experience at companies including Harvia US, STG Logistics (through an acquisition of XPO), and Lowe’s Home Improvement. Known for driving performance, developing talent, and scaling complex organizations, she has led high-performing

teams and delivered measurable results across large-scale, service-focused businesses.

Thayer’s connection to Music & Arts is both professional and personal. A former band and orchestra student herself, she played clarinet throughout her school years and recently began learning the saxophone. Her son is also a current student of Music & Arts, giving her a unique, firsthand perspective on the company’s important role in supporting young musicians and families nationwide.

# music

## CHINA

22 – 25.10.2025  
Shanghai New International Expo  
Centre, China

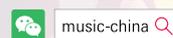
Prime booth  
locations are filling  
up fast – reserve  
yours today!

Connect with global  
industry peers

 1,850+ exhibitors  
 150,000+ sqm exhibition space

 12 exhibition halls  
 120,000+ visitors

*\*2025 expected figures*



[www.musikmesse-china.com](http://www.musikmesse-china.com)





# We're looking for a few great Ed Reps.

At Music & Arts, our main goal is to help school music programs across the country thrive.

How do we achieve this? By supporting educators in their mission to pass on the joy of music to their students.

That's where our Educational Representatives — or Ed Reps — come in. They manage everything from instrument demos and repair pickups to recruitment events. Whatever a band or orchestra director needs to improve their program, their Ed Rep makes it happen — efficiently, seamlessly, brilliantly.

And just as our Ed Reps empower educators, we position our Ed Reps for success.

As full-time employees of Music & Arts, Ed Reps receive competitive salaries and outstanding benefits including health and dental insurance, a 401(k), paid time off and incredible employee discounts on the gear they love. In the field, they're provided with strong cross-team support and essential tools including a company van, phone and laptop.

Experienced Ed Reps will get a generous sign-on bonus when they join our team, and as the nation's largest school music retailer, Music & Arts offers many avenues for career growth.

So reach out today and help us fill the world with music. We'd love to hear from you.

**Musically yours,**

*The Music & Arts Team*

**MUSIC & ARTS**

“*I got my start in one of the top programs in Texas, where I saw the impact a great Ed Rep can make. For the past 31 years, my goal has been to offer that same support — and Music & Arts has been the best place to do it.*”

David Ford, Ed Rep

**Get in touch!**

**Ashley Hartman**

**Ashley.Hartman@musicarts.com**

**(301) 620-4040 x1237**

PEOPLE



OMG Music has appointed Misha Guiffre as Sales and Marketing director, effective immediately. The appointment underscores the company's commitment to strengthening partnerships with independent music retailers nationwide.

Misha brings 21 years of experience in the musical products industry, most recently serving as director of Sales at The Music Link, where he was instrumental in developing the Recording King and The Loar brands from concept to achieving over \$10 million in annual revenue each. His expertise spans brand development, manufacturing, distribution, and retail operations across the MI channel.

Prior to The Music Link, Misha held leadership roles in independent retail management and sales,

establishing him as a multifaceted professional with a deep understanding of the independent dealer channel. His appointment comes as OMG Music continues expanding its carefully curated portfolio of unique products for music retailers.

In his new role, Misha will oversee brand strategy, channel development, and dealer relations for OMG Music's portfolio of musical instrument accessory brands. His focus will be on providing independent retailers with premium products and tailored support solutions.



Sotaro Nishida will assume the role of executive officer and senior vice president of Audio at Yamaha Corporation of America (YCA). In this newly created role, Nishida will oversee both the Consumer Audio and Professional Audio departments, focusing

on enhancing customer satisfaction while expanding the breadth and depth of innovative Yamaha audio solutions available to integrators, audio professionals, and consumers.

Before joining YCA, Nishida was the CEO of Yamaha Unified Communications (YUC). In 2024, YCA assumed sales, marketing, and support responsibilities for unified communications products in the U.S. This strategic move enhanced the company's offerings and improved customer experiences.

Currently living in Southern California, Nishida has been with Yamaha for over 20 years. Before joining YUC, he worked at Yamaha Europe's headquarters in Hamburg, Germany, and handled assignments in Japan and Latin America. Throughout his time at the company, he has been involved with both the Pro Audio Division and the Music Entertainment Division.



Samson Distribution LLC, a leader in professional audio solutions, announces Mike Zegelbach as its new head of Sales. With a rich sales background in the music industry, Zegelbach brings a wealth of experience, deep knowledge, and passion to Samson and

its distributed brands.

Over the past two decades, Zegelbach has made significant contributions to the MI industry, spanning retail, distribution, and brand development. Prior to joining Samson, he served as National Sales Manager at a global musical instrument distributor, where he led a prominent sales team in bringing innovative music products to market. His experience also includes an extensive background in music retail management, with a focus on day-to-day operations, buying/selling, inventory, and customer relations.

Powerful Performance

Greater Resonance

Zero Limits

Look to the LGX

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

www.rovnerproducts.com

# 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

# PAUL REED SMITH REFLECTS ON 40 YEARS OF PRS GUITARS

By Christian Wissmuller

“Our mission is to keep learning and keep building better and better gear.”



Paul working on a guitar at his first workspace at 33 West Street in Annapolis, MD

This year marks the 40th anniversary of PRS Guitars—four decades of sonic craftsmanship, relentless innovation, and a deep-rooted passion for music that has resonated from boutique workshops to arena stages across the globe. From humble beginnings in Annapolis to becoming a world-renowned name trusted by legends and newcomers alike, PRS has always reflected the vision of its founder, Paul Reed Smith — a luthier, musician, and inventor whose curiosity and commitment to excellence have never wavered.

To celebrate the milestone, *MMR* sat down with Paul for a candid conversation about the journey so far. From the early days of soldering in basements to the thrill of seeing artists like Carlos Santana and John Mayer wielding PRS instruments in front of thousands, Paul reflects on the triumphs, challenges, and what still keeps him inspired after 40 years at the helm.

**Q.** Let's start at the logical place in the story: the beginning! What drew you to guitar design and construction? I understand your first build was an electric bass — what was the catalyst?

There were really two key factors. First, I didn't have access to any good gear and my dad wasn't going to buy it for me, so I decided to make my own. Second, I found that building instruments was easier for me than playing them, even though I've always loved both aspects. That combination of necessity and curiosity was the real catalyst.

**Q.** You famously sought out some high-profile players early on in your career as a luthier — Nugent, Al Dimeola, Santana, Frampton, Howard

Leese — and they were early adopters. How important were some of those early, high-profile endorsements in terms of getting your name out there in a larger sense?

Those early endorsements were absolutely invaluable! Without the support of these players, I'm not sure I would've gotten very far. Their belief in my work gave the guitars credibility and opened doors for PRS.



The original PRS Guitars brochure

**Q.** Of course, 40 years ago at the NAMM Show PRS debuted with “the Custom.” Can you talk about reaction at that show and about establishing an early dealer network?

At that first NAMM Show, we brought two guitars — the Custom and the one I had built for Peter Frampton. One featured a curly maple top, the other was mahogany. I'd say we had a very successful show. The industry took notice — there was a sense that a new guitar maker had arrived on the scene, and that definitely helped us start building relationships with early dealers.

**Q.** Let's stay in 1985 a bit: back then, how many full-time employees were there at PRS? Where was the HQ and manufacturing facilities and how large were they?

We started in 1985 on Virginia Avenue in Annapolis, MD in a small, 2,500 square foot factory. We had a small team of approximately 18 employees and our first serialized guitar came off the line in August that same year.

**Q.** Momentarily bringing things to the present-day: how many current PRS employees are there? How large are the facilities?

Today, we have over 500 employees working out of a 120,000-square-foot facility, with approximately 80,700 square feet dedicated to production. We also have entities in Europe and Japan. In addition, we operate a factory in Indonesia that's solely focused on manufacturing our SE Series.

## upfront Q&A



The Virginia Ave. location in Annapolis

**Q. When you look back on your own history and the 40 years of PRS Guitars, what are some milestone moments that really stand out to you as being pivotal for the growth of the brand?**

A few moments really stand out as pivotal. One was getting reorders after our very first shipment — that told us we were onto something. Another was Carlos Santana expressing interest in having a signature model; that was a huge validation. Moving into our factory in Stevensville (1996) marked a major step forward in scaling the business. And, the release of the Silver Sky with John Mayer in 2018, which actually “broke” our website. This was a powerful indicator of how much we had evolved.

**Q. Let’s talk anniversary models — what’s already been released and what’s yet to come this calendar year that folks can look forward to?**

Celebrating the one that started it all, we launched a 400-piece limited run of the Custom 24 and a 165-piece Private Stock 40th Anniversary McCarty Dragon in the fall of 2024 to kick off our 40th Anniversary model celebration. We followed that with two additional limited releases — the 40th Anniversary Custom 24-08 Semi-Hollow and McCarty SC56. As for the rest of 2025, you’ll just have to wait and see. Stay tuned and be sure to subscribe to the PRS newsletter for more exciting product announcements.

**Q. Have there already been some anniversary celebrations and events or promotions? Will there be more?**

We hosted a 40th Anniversary celebration at the House of Blues in Anaheim, CA during the 2025 NAMM show this year. It was a private, invite-only event and more than 1,200 industry insiders comprising retailers, vendors, creators, and artists packed the venue to witness a display of incredible musicianship.

The artists who performed at this event were old and new which was intentional to show the different generations of musicians who proudly support our brand. It was a magical night and one that choked me up a bit. We will continue to celebrate this milestone anniversary this year with special events, exhibits, and product releases.



A young Paul working on neck-shaping

**Q. Looking to the future, do you feel there’s anything you and PRS, the brand, have left to accomplish? What’s an achievement you haven’t yet reached, if any exist?**

Our mission is to keep learning and keep building better and better gear. The day we lose that, we’re done, so I don’t think there will ever be a time when we feel we have nothing left to accomplish. Everyone at PRS is dedicated to keep pushing the craft — it’s a remarkable culture we have around guitar making. I am very thankful.

**Q. Any thoughts or words you’d like to direct to MMR’s readers?**

Yes, MMR has always been kind and supportive of PRS Guitars, and I appreciate it.

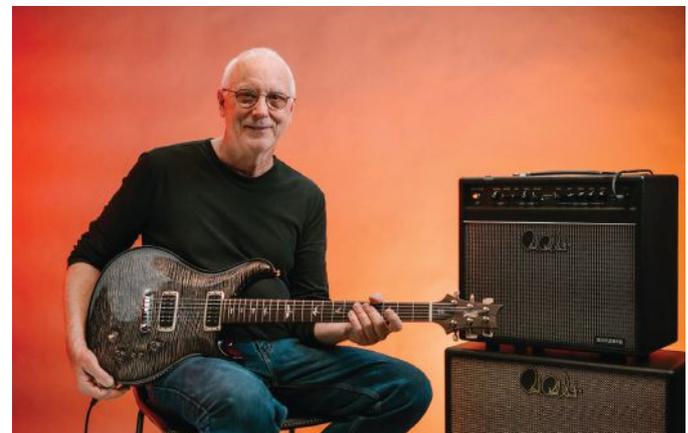
**“ We will continue to celebrate this milestone anniversary this year with special events, exhibits, and product releases. ”**



Carlos Santana and Paul



Two beauties on a bench



# 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 230<sup>th</sup> 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 230<sup>th</sup> 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

# CELEBRATING 25 YEARS OF GATOR CASES: BUILT FOR RETAILERS, TRUSTED BY MUSICIANS

By Mike Lawson

In the summer of 2000, Crystal Morris and her father, Jerry Freed, brought a handful of molded plastic guitar cases to the Summer NAMM show in Nashville. They had no distribution partner, no warehouse, and no outside investment. What they did have was a vision—to create durable, affordable instrument cases that musicians and dealers alike could rely on.

Twenty-five years later, Gator Cases is a global brand with more than 1,000 SKUs spanning musical instruments, pro audio, AV, IT, and outdoor markets. For the independent retailers and buyers that make up the backbone of the music products industry, Gator has become synonymous with quality, reliability, and innovation.

## A DEALER-CENTRIC MODEL FROM DAY ONE

Unlike many startups of its era, Gator didn't chase distribution giants or bundle with instrument manufacturers. Instead, it went straight to the source: the local music retailer. "We believed in going direct to the dealer," said Crystal. "That allowed us to cut a layer of margin, keep prices competitive, and most importantly, listen to what

the dealers were hearing from their customers."

That strategy proved essential. Gator's entry-level molded cases gave retailers an upsell option between throw-in gig bags and flight cases, filling a critical void. "There just weren't many midweight, affordable molded options on the market at the time," Crystal recalled. "We found that space and filled it."

## RAPID GROWTH, PRACTICAL INNOVATION

Gator didn't stop with guitar cases. By listening to dealer feedback and paying attention to performance needs, they quickly expanded into keyboard and rack cases, followed by soft gig bags, audio gear bags, and accessory storage. Their Frameworks line—stands for mics, keyboards, and monitors—offered dealers a cohesive family of products with strong margins.

"In many stores, we became the one-stop shop for accessories," Crystal noted. "If you needed a case, bag, stand, or rack, Gator was the name you could recommend

without hesitation."

Retailers took notice. Gator's modular lines and tiered good-better-best pricing helped salespeople meet the needs of entry-level students and professional touring musicians alike. It also allowed buyers to stock more categories under a single vendor account, simplifying inventory and logistics.

"We tried to make it simple for dealers to do business with us," Crystal said. "Whether they were stocking five SKUs or 50, our goal was always to be the most reliable, most responsive vendor in their book."

## ACQUISITION AND EXPANSION

One of Gator's most strategic acquisitions came in 2018 with the purchase of Levy's Leathers, the renowned Canadian strap manufacturer. "The quality and craftsmanship of Levy's straps made them iconic," said Crystal. "It was important to us to preserve their legacy and keep the factory and artisans in Nova Scotia."

For dealers, the acquisition opened new bundles and cross-sell opportunities. Now, a single Gator order could

include guitar cases, keyboard stands, mic stands, and premium straps. "It's the kind of consolidation that makes life easier for the buyer and more profitable for the store," she said.

Gator has also expanded into markets traditionally underserved by MI retailers. "We saw opportunities in categories like DJ, broadcast, podcasting, and even worship environments," Crystal noted. "Dealers told us they needed more options to support local churches, event spaces, and educators—and we delivered."



**SUPPORTING SCHOOL MUSIC AND RENTAL FLEETS**

Beyond traditional MI, Gator has invested heavily in serving school music dealers and rental programs. Their growing B&O catalog includes cases for clarinets, flutes, saxophones, trombones, and string instruments—with features that account for school-specific needs like backpack straps, reflective safety strips, and weather-resistant exteriors.

Gator's percussion cases and stackable classroom storage carts are designed for high turnover and daily use, making them ideal for school rentals. Dealers can position Gator as a high-value, low-maintenance option that keeps repair costs down.

"Retailers told us they needed cases that could survive a school year—and more," Crystal said. "We built them to do just that."

**MODERN BAND AND TECH-READY CLASSROOMS**

As general music and modern band programs gain traction, Gator has created accessories and classroom tools for guitars, digital pianos, audio interfaces, and laptop-based recording. Their studio desks, desktop speaker stands, and cable management solutions help school-focused dealers serve tech-savvy programs.

"We've watched how music education is evolving," Crystal

added. "It's not just about B&O anymore. Schools want to teach music technology, production, songwriting—and our products support those goals."

Crystal also emphasized the practical needs of educators. "When a teacher is outfitting a lab, they're not thinking about one stand—they're thinking about 30 stands. Our packaging, pricing, and consistency all support that kind of scale, and dealers appreciate how easy we make it for them to quote, ship, and deliver."

**RETAILER TOOLS AND LOYALTY**

Gator's relationship with retailers extends well beyond product. The company supports stores with branded displays, printed catalogs, drop-ship programs, dealer portals, and full access to photography and specs for online sellers.

"We want to make it as easy as possible for stores to represent our brand," Crystal explained. "Whether you're brick-and-mortar or e-commerce, we're here to support your success."

In recent years, Gator has expanded its digital assets for online retailers, including 360-degree product renders, detailed fit guides, and downloadable spec sheets. "We understand that today's dealer may also be a content creator or online seller," she said. "We're investing in the tools that make that transition seamless."

"We're very focused on making sure we give love to everybody, not just the big guys," Crystal added. "We know how vital mom-and-pop shops are to music education, and to the local music scene. That's where the future of this industry lives."

**IN-HOUSE DESIGN, GLOBAL MANUFACTURING**

Gator's products are designed in Tampa, Florida, by an in-house team of industrial designers who work directly with educators, musicians, and dealers. Manufacturing is handled across facilities in the U.S., Canada, Vietnam, and China, with strict quality control and consistent materials.

"We're not grabbing white-label products off the shelf," Crystal noted. "Everything in our catalog is purpose-built, and dealers can trust that it's been tested in real-world conditions."

New product development is a cornerstone of Gator's growth strategy. "We launch new products every quarter, and that cadence keeps dealers engaged," Crystal said. "We're always thinking ahead—what's the next problem we can solve for the retailer or the customer?"

"We've built a team of industrial designers and product managers who live and breathe innovation," she added. "Our mission is to create gear that helps musicians get to the gig, set up faster, and look good doing it."





# 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**



## A FAMILY BUSINESS WITH A PURPOSE

Jerry Freed, who co-founded the company with his daughter, passed away 11 years ago. But his presence is still felt in every part of Gator's DNA. "He taught me the value of relationships and follow-through," Crystal said. "When he passed, I realized I had a responsibility not just to our employees but to all the dealers who had put their faith in us."

That mindset still guides Gator today. From crafting better student trumpet cases to developing eco-conscious packaging, Gator remains committed to giving dealers

great products they can sell with confidence.

"We think about the dealer in every meeting," Crystal said. "What does this packaging look like on the shelf? How quickly can it ship? How will it perform in a lesson room, or at the cash wrap? We walk in their shoes."

Gator also has plans to increase live dealer trainings and webinar sessions. "The more confident a store's staff is, the more likely they are to recommend a Gator product. We want them to know how everything works, fits, and solves real problems," Crystal said. "And we're making that education more accessible than ever."

## EXPANDING RETAIL IMPACT WITH PURPOSE

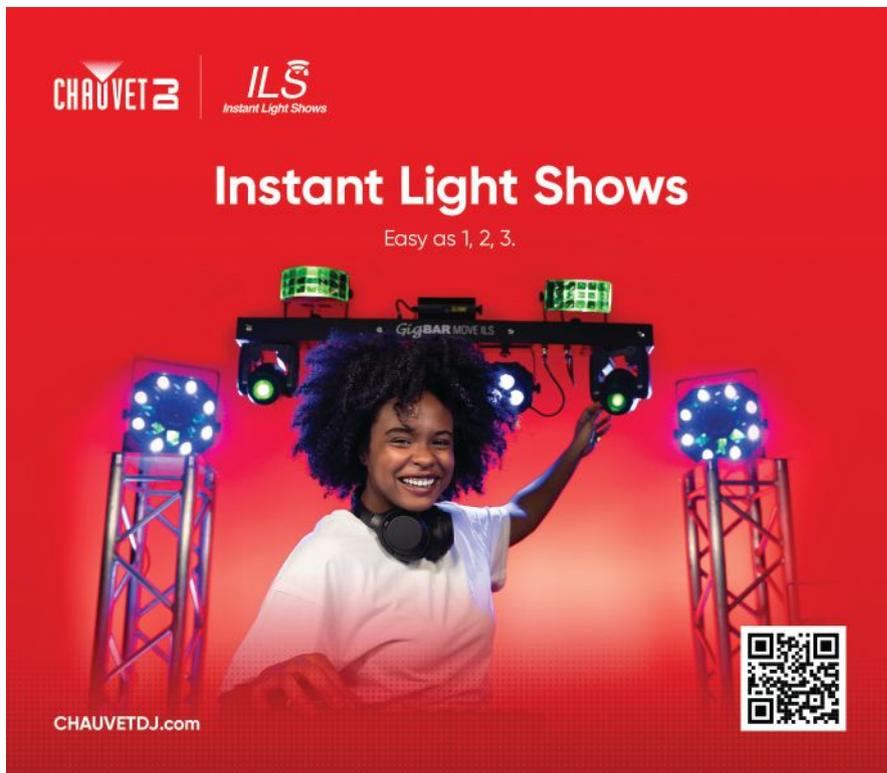
to are multi-generational," Crystal explained. "We know some of these dealers by name, and we've watched their kids grow up and take over the business. We're not just another vendor to them. There's trust built over years."

This trust was especially evident during COVID. When the world shut down, Gator kept innovating. "We designed singer masks that opened up around the instrument or the mouth," Crystal recalled. "We actually got patents on them. And we got letters from school music teachers thanking us for helping them get their programs running again. It kept us busy when everything else seemed uncertain."

The company's entrepreneurial flexibility has become part of its DNA. "Even during factory closures, we kept our supply chain moving," she said. "That experience taught us how to be nimble and how to lead with heart and innovation."

For Crystal, supporting music isn't just business—it's personal. "I'm one of those kids whose life was shaped by their local music store," she said. "That's why I care so much about the mom-and-pop dealers. They're not just selling gear. They're helping create the next generation of musicians."

She continued, "We need to protect margin for those retailers. Whether it's providing POP, merchandising, or helping them get seen—especially online—our job is to help make them more successful."



## spotlight

### A NETWORK OF DEALERS— AND BELIEVERS

As Gator looks ahead, its growth isn't just about product SKUs or international expansion. It's about staying rooted in the mission that started at that kitchen table. "At the end of the day," Crystal said, "our dealers know we're here for them. That we're listening. And that we'll continue to design for real musicians, real educators, and real stores

[gatorco.com](http://gatorco.com)



## INTRODUCING THE NEW ROUSSEAU 3.0 SAXOPHONE MOUTHPIECES

*Now Made from Start to Finish at the JodyJazz Factory*



**Boutique Mouthpieces at Mass-Production Prices**

Exclusively Distributed in North America by St. Louis Music

# Find the new sound

Redefining the Saxophone Experience



**Château Music USA, Inc.**

2300 S. Reservoir St. Suite 208 Pomona, CA 91766  
TEL : (909) 627-8882 | Email: [kcheng@chateausamusic.com](mailto:kcheng@chateausamusic.com)  
[www.chateausamusic.com](http://www.chateausamusic.com)



Chénonceau 80 Series  
**CAS-80L**

Get More  
Information



The  
**NAMM**  
Show

**See You Next Year!**



NAMM WEEK

**January 20-24, 2026**

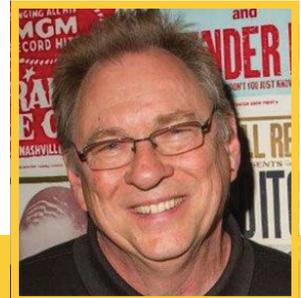
Anaheim Convention Center • Southern California

**Events**  
January 20-24

**Exhibits**  
January 22-24

# THANK YOU (Falettinme Be Mice Elf Agin) In Memory of Sly Stone and Brian Wilson

By Menzie Pittman, Author of *The New Musician*



“ Early this summer, we lost two of the most creative songwriters and influential artists to ever grace Funk and Pop Music — Sly Stone of Sly and the Family Stone and Brian Wilson of The Beach Boys. ”

Great songwriters take you on a journey. Early this summer, we lost two of the most creative songwriters and influential artists to ever grace Funk and Pop Music — Sly Stone of Sly and the Family Stone and Brian Wilson of The Beach Boys.

I first heard Sly and the Family Stone with the release of their song “Dance to the Music” in 1967. I was no stranger to funk music because I had cut my teeth on James Brown, and like Brown’s music, there was something unique and infectious about the music of Sly and the Family Stone.

One magic element of Sly’s music was the energy. When Sly and the Family Stone performed live, they hit you like a freight train. They didn’t ask permission; their music grabbed you and demanded that you get up and “Dance to the Music.” The Greatest Hits compilation album released in 1970 is a collection of their most loved singles, and every song on it stands out in its own way. Their work is a masterclass on brilliant songwriting.

If amazing grooves and clever hooks weren’t enough to sell you, Sly had another secret weapon that brought the quality of the music to an even higher level: bassist Larry Graham. Graham is credited as being the father of slap bass, a technique he referred to as “thumpin’ and pluckin.” He developed the method while playing bass in duets with his mom, attempting to fatten the sound of the duo by sounding like both bass and guitar simultaneously. Graham’s beautiful bass tone added another level of dimension to the band’s sound, along with Cynthia Robinson’s unique vocal style and soulful trumpet playing.

Sly and the Family Stone were a completely one of a kind band. Sly’s vision paired with great musicians, progressive songwriting, and spirit that would make the Energizer Bunny quit his day job, provided the perfect storm for some of the best Pop music to ever blast through a transistor radio. Sadly, the story of the band ends like far too many in the music industry. Egos, amplified by substance abuse, caused Sly to become notorious for no-showing concerts and promotional events — in 1970, the band cancelled upwards of 20 of their 80 scheduled concerts and several others started late. As we know all too well, the sandcastle takes less time to crumble than to build. Fortunately for us, Sly’s legacy is timeless, and the gift of the band’s music is an indelible treasure.

It was only two days after Sly Stone’s death that the music industry lost another treasured artist, Brian Wilson of The Beach Boys fame. The double whammy shook our industry and music lovers everywhere to the core. It’s no secret that many of our cherished icons have gotten up in years, and losing giants like Wilson is akin to losing a family member.

As I stated in my opening, I believe that great songwriters have the ability to take us on a journey, and Brian Wilson was one of the most respected songwriters in all of pop music. In particular, the harmonies of The Beach Boys have always been recognized as state of the art in modern music. We all have our favorite Beach Boys songs, as they have soundtracked our lives, and that was certainly a big part of their success story.

Wilson was often called a genius for his harmonic arrangements, innovative songwriting, and sonic approaches. He was a major influence on many industry giants, including Paul McCartney. The Beach Boys’ most acclaimed album *Pet Sounds*(1965) had a direct effect on how The Beatles approached their 1967 album *Sgt. Pepper’s Lonely Hearts Club Band*. Wilson was also greatly influenced by songwriter and record producer Phil Spector, who was known as the king of double-tracking and is credited with creating the “Wall of Sound” production technique.

As with Sly Stone, Brian Wilson had his demons. On a 1964 flight from Los Angeles to Houston, Wilson suffered a nervous breakdown which led to him taking a break from public life, and he began distancing himself from the band in general. As his battle with depression phased in and out, he continued to compose, writing classic pieces such as “Good Vibrations.” While his mental health struggles kept him somewhat detached from The Beach Boys and the public eye, his writing changed the face of Pop music forever, and did so with timeless grace.

So, a tip of the hat to Mr. Stone and Mr. Wilson, whose contributions to popular music will be cherished forever. Great songwriters take us on a journey, and their music becomes the soundscape of our lives. For that, we owe them a debt of gratitude, and will remember them fondly.

# THE MUSICAL INSTRUMENT MECCA OF MARYLAND: **BILL'S MUSIC AT 60**

By Christian Wissmuller

Sixty years ago, in the heart of Catonsville, Maryland—long before the internet revolutionized retail and music education—Bill's Music opened its doors with little more than a passion for instruments and a deep-rooted belief in the power of music to bring people together. What began in 1965 as a modest mom-and-pop shop has grown into a beloved community hub and one of the largest independent music stores on the East Coast. As Bill's Music celebrates its 60th anniversary, it stands not only as a testament to resilience in a changing industry, but as a symbol of the enduring spirit of local music culture.

*MMR* recently chatted with Jamie Lee Reese, vice president, about the store's legendary status and her family's enduring legacy.

## First off: Congrats on 60 years! That's quite an accomplishment.

Thank you!

## In that first year, how many full-time employees were there?

In that first year it was mostly just Bill giving guitar lessons and his wife Nancy, who gave piano lessons.

They were joined shortly after by another guitar instructor, and a repair tech named Ron "Cookie" Cook who manages the repair shop to this very day.



Bill and Nancy in the 1960s



Bill and Nancy in the 1990s

## Let's begin at the beginning: what prompted Bill Higgins to start the store back in 1965?

My Dad, Bill, was coming of age just around the same time that Rock n' Roll burst onto the American Music scene. Bill could not get enough of artists such as Elvis Presley and The Beatles and he taught himself to play their songs on an acoustic guitar he bought for \$7.00 from Montgomery Wards.



Bill and his first guitar. This led to him going door to door in his neighborhood giving lessons to teens looking to learn "Blue Suede Shoes" instead of "Twinkle, Twinkle."

## In those early days, where was the first location? How big (square footage) was it?

In 1965, Bill started renting an 8' x 8' lesson studio in a building that he shared with a coin shop in Catonsville, MD only a mile from where he grew up in the house his father built. Eventually, he was later able to rent the upstairs as well for \$15/month and that became his first store front.



An early location of Bill's Music

## Now, in 2025, can you describe the current location — size, etc.?

After 5 expansions, all along Frederick Rd. in Catonsville, Bill's Music now occupies 36,000 square feet. When you pull into the parking lot, there is no mistake you've entered a musicians' paradise. There are two massive neon guitars on the outside of the building, one resembling a Fender Telecaster and the other a Gibson Les Paul. There are guitar shaped metal door handles, a piano keyboard at the foot of the entrance, and Bill's slogan "We Believe in Music" emblazoned over the front doors. Upon entering the store, it's not unusual for customers to gasp at the sheer size of the showroom and the hundreds of musical instruments they see on display. It is sectioned into departments - Guitar & Amps, Keyboards & Electronics, Drums & Percussion, Brass & Woodwind, Pro Sound, Recording, DJ, Lighting and more.



The current Bill's Music location

# Amati

GUITARS

**H-SERIES**



## **SIX-PACK GUITAR SPECIAL | FREE FREIGHT**

**Amati Guitars'** limited-time, 6-Pack guitar special is a great introduction to our H-Series electric guitars. This bundle offers an unbeatable deal on guitars that are perfect for both beginners and advanced players. Bags, straps, picks and 1/4" cables included.

**CALL FOR SPECIAL PRICING TODAY!**



**[www.amatisonline.com](http://www.amatisonline.com)**

**1 (888) 262-8471**

## And, present-day, how many full-time Bill's Music employees are there?

Presently, Bill's Music has a team of approximately 15 employees including sales associates, administrative and repair technicians. Additionally, there are about 20 music instructors.

## Looking back on 60 years, what are some milestone moments and achievements that really stick out as having been pivotal for the business?

There have been many memorable and pivotal moments in the last 60 years- some fun and some that were more challenging. Each time we moved into a new location, especially where we are now has been a thrill, knowing that we are flourishing and growing into one of the largest musical retailers on the East Coast. Each time we took on a new brand like Fender, Peavey, Ibanez and Gibson it was always exciting.

The birth of the Internet and eCommerce of course was a big adjustment but we have acclimated well and are shipping instruments all over the world now. In 2002 our town of Catonsville was officially proclaimed "Music City, Maryland" and that has meant a huge increase in live music events, musicians, and visitors. In November of 2021 our family got to compete on Family Feud and our whole town rallied behind us and watched our episodes- that was really fun!



Bill when he acquired Peavey brand

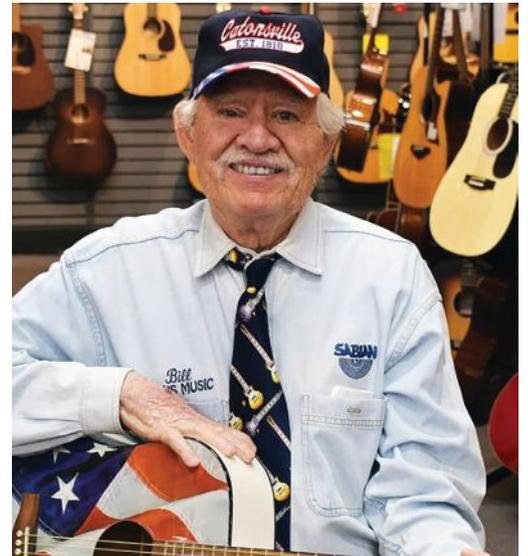


The Higgins family on "The Family Feud"

In 2024 Bill's Music was featured on Bloomberg Television as the "World's Greatest Music Store" which was quite an honor. One achievement close to our hearts is an event we held last Summer called "Jordan's Journey: Tunes for a Transplant" - a benefit concert where we raised over \$31K for a local girl in need of a kidney which she is now very close to getting.

## How important to the culture at Bill's is the fact that it remains a family-owned and -operated business?

Being family owned and operated since the beginning is something that has absolutely set Bill's Music apart from its competitors over the years. The Higgins family and the employees truly do care about music and about the patrons. Since our parents stepped down from the day-to-day business during Covid, and our Dad Bill passed in 2024, my siblings Brian & Tracey and I open and close the store each day. New customers are often shocked that a real person answers the phone when they call, and regulars love that there is a family member to greet them when they enter the store and who knows them by name. Many of the employees have been here for decades, and the customers get to know them and request them by name.



Bill Higgins



The Higgins family today

## Bill's truly is a full line MI retailer — fretted, amps, drums, keyboards, electronics. Is there any segment or instrument/gear type Bill's \*doesn't\* carry?

One segment of the music industry that we never really got into was acoustic upright home pianos. With all the other equipment we carry, we simply never dedicated the space to them, or the time for the maintenance they require such as tuning and restringing. For keys, we cater more to musicians using Digital Pianos and Electronic Keyboards.

## Talk a little about the lessons program if you would — are lessons offered in-house? Are there lesson studios? How many teachers on staff?

Music instruction is at the heart of what we do and we are proud that we have over 350 students taking lessons either virtual or in-person at Bill's Music each week. Mostly, students come into the store for their lessons with maybe 10% attending lessons virtually from home. Virtual lessons are something we learned how to adapt to during Covid. We have eleven private studios, one group room and offer lessons on almost any instrument you can think of. One of the things we are most excited to offer are Free Music Lessons for Military Veterans and their dependents.

# ■ anniversary

**Similar question, but this time about repairs? How many repair technicians do you have? Do they do all types of repairs, or do they focus on a few areas — guitar and amps, for example?**

Ron Cook has headed up our repair department since the mid 1960's and he works mainly on the fretted instruments – guitars, basses, bluegrass, orchestral, etc. Gib Owen has worked alongside Ron for almost 30 years, focusing on electronics – amplifiers, keyboards, speakers & mixers. We also have Chris, our on-site brass and woodwind tech who just recently joined the repair team.

**Currently, what would you say are the most successful instrument and gear lines (new) for Bill's?**

Guitars have always been the main attraction here at Bill's Music! Taylor, Gibson and CF Martin tend to sell fast, as well as Rickenbacker. We love supporting our local Maryland guitar manufacturer, Paul Reed Smith. We do well with Mackie for Pro Sound and recently built a new DJ Lighting room featuring Chauvet Lighting.

**Percentage-wise, what would the sales breakdown be in terms of new gear, used gear, vintage gear?**

I would say it's a 50/50 breakdown between the sale of New Gear and Used/Vintage Gear. We buy used gear every day and take it as trade-in towards other items so we are always well stocked. Folks are always looking for a good deal on instruments and equipment and with pre-owned gear we can offer that. A lot of our used & vintage sells online to a buyer that could be in another state or even country who was searching for that unique item that we just happen to have.

**Do you send reps to the NAMM Show or any other Industry gatherings?**

We are operating with a smaller staff compared to the earlier "pre-Covid" days so we don't send our crew to NAMM or other far away events as much as we did in previous years. We sponsor and participate in a lot of local music events that occur in our town of Catonsville so our staff will attend those on many occasions.

**Have there been any special 60th anniversary events or promotions?**

Yes! We have done a lot so far to celebrate our 60th year in business including brand new window displays depicting much of our history, 60th anniversary T-shirts and live music events. Every week we do a "Thank You Thursday" post on social media where we showcase someone who has been 'instrumental' in our success. We have a lot more coming up including a dance we are throwing this Fall, and a special limited-edition guitar we are working on.

**Expectations and hopes for the next 60 years?**

It's hard to know what to expect in the future the way things are ever-changing. Maybe Bill and Nancy's 5 grandkids will take over the business one day to be the third generation-only time will tell! Our hope is that folks will always want to come into a music retail store to see and play the instrument that they are going to buy and not just order online from a warehouse. We hope that people continue to enjoy having a place to go for the services we offer such as instrument repair, music lessons, rentals, clinics, and practice space. That we will continue to create relationships with the folks in our community through our mutual love of music.

Taylor Phat Boy flugelhorn

 Taylor Trumpets - hand made in the UK

taylortrumpets.com

# (MOUTH)PIECE OF THE ACTION

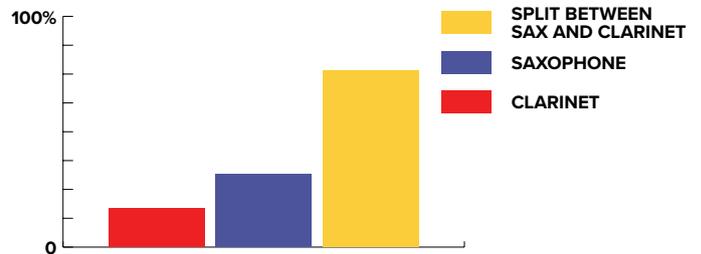
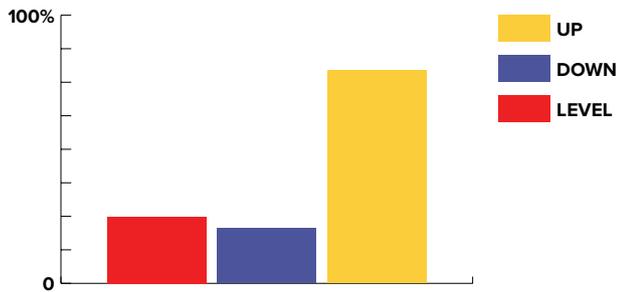
## Woodwind Mouthpiece Sales in 2025

By Christian Wissmuller

In today's increasingly discerning musical instrument market, woodwind mouthpieces are no longer viewed as simple accessories or afterthoughts — they're pivotal components that can dramatically shape a player's tone, comfort, and overall performance experience. From band directors seeking reliable student models to advancing players chasing the elusive "perfect setup," mouthpieces have emerged as a high-impact category that deserves closer attention. In our latest dealer survey, we spoke with retailers across the country to uncover what's driving sales in this nuanced segment, which brands are gaining traction, how educators and professionals are influencing buyer preferences, and what dealers are looking for when it comes to stocking, pricing, and promoting woodwind mouthpieces in 2025.

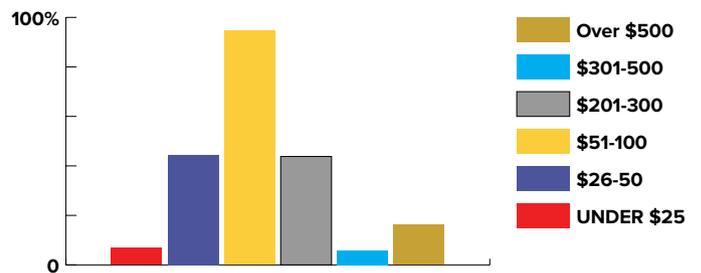
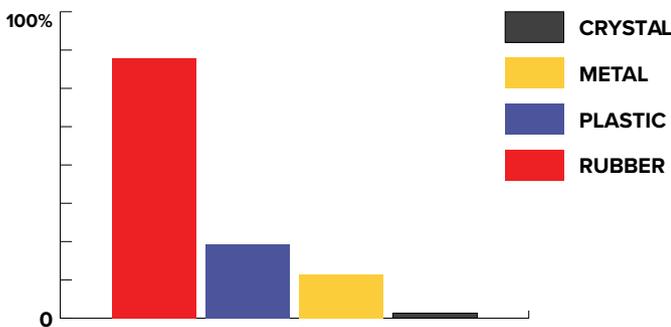
Compared to this time in 2024, sales of woodwind mouthpieces for your store are...

The majority of sales of woodwind mouthpieces at your business are for...

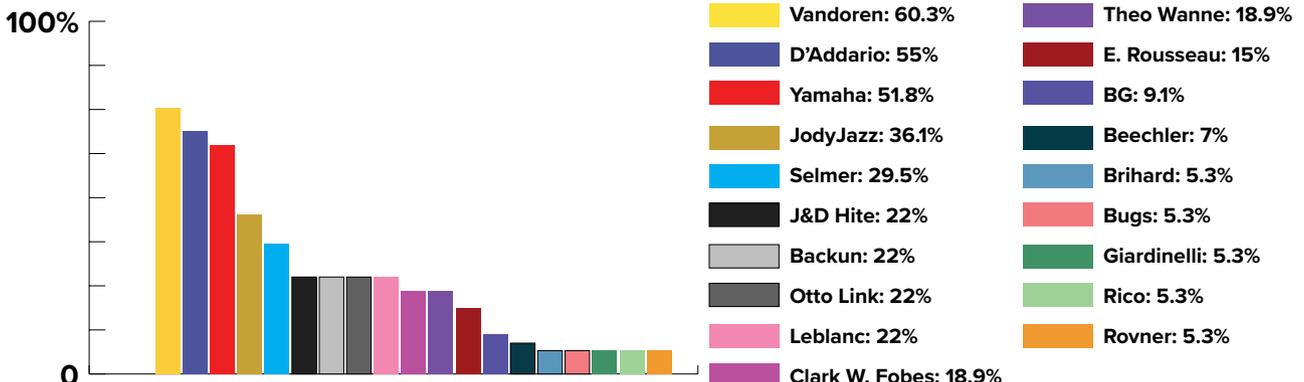


What materials are favored by your customers?

What price ranges for woodwind mouthpieces are the most popular?



Which brands are the top sellers for your store?



## Fretted

### Taylor Launches Six New Gold Label Guitars

Following the successful launch of its Gold Label Collection in January 2025, Taylor Guitars, a leading global builder of premium acoustic guitars, today announces the expansion of the collection with a suite of new Gold Label Grand Pacific models. The new models mark the second wave of guitar models in Taylor's exploration of warm, heritage-inspired acoustic flavors, featuring Taylor master builder Andy Powers' reimagined Grand Pacific body shape, a round-shoulder dreadnought, now with a deeper body design that delivers enhanced sonic fullness and low-end expansiveness.

**Gold Label Grand Pacific: Deeper Body, Deeper Sound**

The new Gold Label models feature a Grand Pacific body that's 3/8-inch deeper than Taylor's standard Grand Pacific design, giving these guitars extra "lung capacity" and a deeper resonant frequency. This translates into more low-end power and projection — providing greater sonic push toward an audience or microphone while maintaining pleasing musical clarity. Even the treble notes have enhanced warmth and depth.

The Grand Pacific bodies are voiced with Taylor's proprietary Fanned V-Class bracing architecture — exclusive to the Gold Label Collection — a new variant of its award-winning V-Class bracing platform that here adds midrange richness, enhances the sonic depth, and creates the pitch accuracy that V-Class is known for. While Fanned V-Class is also used to voice the Super Auditorium body style that made its debut as part of the original Gold Label launch in January, the Gold Label Grand Pacific leans even more toward a warm, powerful sound.

"Compared to the Super Auditorium body, the curves and depth of the Grand Pacific produce even more volume and tonal dimension," says Andy Powers, Taylor's chief guitar designer, president, and CEO. "Its voice is earthy, honest and uncomplicated. It's a reliable acoustic workhorse — both seasoned and soulful."

The Grand Pacific model offerings build around two classic tonewood pairings, Indian rosewood or mahogany coupled with a torrefied Sitka spruce top. Each wood pairing features three top finish/model options: natural, sunburst and blacktop. Mahogany 500 Series models include the Gold Label 517e (Natural), Gold Label 517e SB Cream, Gold Label 517e SB Firestripe and Gold Label 517e Blacktop; rosewood 700 Series models include the Gold Label 717e (Natural), Gold Label 717e SB Cream, Gold Label 717e SB Firestripe and Gold Label 717e Blacktop. Additionally, each of the two sunburst-top models is offered with a choice of either a firestripe or cream pickguard, bringing the count to eight Grand Pacific model variants.

**Gold Label 717e SB**

The mahogany/torrefied spruce pairing produces a woody, warm voice with focused midrange character. The Indian rosewood/torrefied spruce combination delivers lush rosewood depth and complexity with enhanced warmth from the torrefied top. All models feature gloss-finish bodies.

**Distinctive Gold Label Aesthetic**

Fitting into the distinctive design aesthetic of the Gold Label Collection, all Grand Pacific models feature Andy Powers' modified headstock shape with an angled back cut and script-style Taylor logo inlay, a different pickguard shape, and a Honduran rosewood Curve Wing bridge. Clean, understated appointments reflect a down-to-earth, workhorse spirit, including:

"Crest" inlay motif in cream featuring simple dot/diamond position markers in the fretboard crowned with a new headstock inlay

Cream binding with simple black/white top purfling and a single-ring rosette in cream and black with black/white purfling

West African ebony fretboard

Taylor Nickel tuning machines

1-3/4" nut width and 25-1/2" scale length

Fanned V-Class bracing

LR Baggs Element VTC electronics

D'Addario XS Coated Phosphor Bronze Light strings

Taylor Deluxe Hardshell Case with "British Cocoa" vinyl exterior

Revolutionary Action Control Neck™ Technology

All Gold Label Grand Pacific models feature Taylor's patented Action Control Neck™, which combines the tonal benefits of a long-tenon neck joint with unprecedented ease of instant string height adjustment. The long tenon extends deeper into the guitar body and, together with the heel structure, enhances the wood coupling to produce greater low-end resonance and a sound comparable to traditional neck designs.

Unlike Taylor's existing neck design that incorporates tapered shims to calibrate the neck angle, the Action Control Neck™ is shimless. The string height can be adjusted in seconds by using a quarter-inch nut driver (or standard truss rod wrench) on a bolt in the neck block, accessible inside the soundhole. Neither the neck nor the strings need to be removed to make adjustments.

"The design serves players by allowing them to adjust their string height for different playing styles, applications or climate conditions as often as they like," added Powers.



### Martin Guitar Honors Chris Martin IV's 70th Birthday with Two Limited-Edition Vintage-Inspired Models

To celebrate Chris Martin IV's 70th birthday, C. F. Martin & Co.® is proud to introduce two limited-edition guitars that honor a pivotal year in both Martin's history and American music: the 000-18 1955 CFM IV 70th and the D-18 1955 CFM IV 70th.

1955 wasn't just the year Chris was born — it marked the dawn of the folk boom, a cultural movement that would forever shape the sound of American music. As acoustic guitars took center stage, Martin Dreadnoughts and 000s became essential tools for a new wave of artists. These new limited-edition models pay tribute to that defining moment, blending vintage inspiration with modern craftsmanship.

Each guitar is based on an original 1955 Martin recently acquired at auction. The 000-18, serial number 145102, came from the Heritage Auctions Guitar Shop Collection and was prized for its honest wear and soulful tone. The D-18, serial number 144636, was part of the renowned Skip Maggiora Collection — 150 vintage instruments auctioned to benefit music education and youth charities. Both original guitars showed decades of play and served as direct inspiration for these commemorative instruments.

One of the most striking features of both models is their reclaimed spruce top — a first for Martin. The wood comes from old-growth trees salvaged around Prince of Wales Island in Alaska, including wind-felled trees, dismantled log bridges, and massive logs once used in historic barge ramps and floating logging platforms. Sustainably sourced and steeped in history, the spruce tops are printed to replicate the look of the original 1955 instruments, adding visual character to their tonal warmth and balance.

The 000-18 1955 CFM IV 70th features a gloss 000 body with mahogany back and sides, non-scalloped Sitka spruce X-bracing, and a focused, articulate sound ideal for fingerstyle players and singer-songwriters. (\$4,699)

The D-18 1955 CFM IV 70th offers the bold voice of a gloss Dreadnought, with rear-shifted non-scalloped X-bracing for enhanced projection and tonal clarity. (\$4,699)

Both models include vintage-style appointments: faux tortoise binding, an Old Style 18 rosette, FSC®-certified rosewood fingerboards with 1955-style mother-of-pearl inlays, satin select hardwood necks with Golden Era Modified Low Oval profiles, and Kluson® Waffleback® nickel tuners.

Each guitar is limited to just 70 instruments and includes a hardshell case and an embossed paper label hand-signed by Chris. Released together, they celebrate Chris' legacy and the timeless Martin tradition of quality, innovation, and respect for the past.

The 000-18 1955 CFM IV 70th and D-18 1955 CFM IV 70th are available now online and through select Martin dealers. Learn more at [martinguitar.com](http://martinguitar.com).



### Gibson Les Paul Music City Special

This year marks a major milestone for Gibson: 50 years of handcrafting guitars in the heart of Nashville, Tennessee. To honor this journey, Gibson introduces the Les Paul® Music City Special — 50th Anniversary, a modern tribute to the creativity, heritage, and player passion that defines Music City. Available now at [Gibson.com](http://Gibson.com) and Garage locations, this limited-edition model is capped at just 650 guitars per finish, worldwide.

Rooted in the design DNA of the iconic 1970s Gibson Marauder — played by legends like Adam Jones (TOOL) and Paul Stanley (KISS) — the Music City Special blends vintage character with modern sensibility. It's a nod to the past and a tool for the present, designed for players who want tone, versatility, and history, in one inspiring package.

"Marking 50 years of Gibson in Nashville, the limited-edition Music City Special model is a tribute to the spirit of creativity and individuality that defines this city," says Mat Koehler, Vice President of Product at Gibson. "It draws on everything we've learned since opening our Gibson USA craftroy and channels it into something new and inspiring to play."

"We're very proud to introduce the Music City Special," adds Gibson master luthier Jim DeCola. "It pays homage to the Gibson Marauder of the 70s as well as the city it is named after. It has been reimagined as a straightforward, yet versatile and functional instrument relevant for today's working musician."

Each model is handcrafted in the Gibson Nashville facility in three gloss nitrocellulose finishes: Tobacco Burst, Wine Red, and Ebony. With dual 70s Tribute humbuckers™, a fast SlimTaper™ maple neck, and a striped ebony fretboard with a 12-inch fretboard radius for smooth playability, the Music City Special is ready to rock at your next gig or session, straight out of the premium soft-shell guitar case.

Whether you're a fan, a collector, or someone who's just discovered Gibson through the stories of Music City, this guitar is made to be played—and to be part of the next 50 years of Gibson in Nashville.



## PRS Guitars Releases ‘Chleo’ Limited Edition Herman Li’s Signature Model

PRS Guitars has launched its first signature guitar with award-winning guitarist, songwriter, producer, and content creator Herman Li, best known for his work as one of the lead guitar players in the power metal band DragonForce. The model is called Chleo, named by Herman as a combination of the names of his children. Featuring several departures from traditional PRS designs, including Fishman Fluence powered pickups, a new sculpted body carve, and several other unique appointments, the Chleo Limited Edition exhibits PRS further spreading its wings. Available in Orchid Dusk and Charcoal Purple Burst, only 200 pieces will be made in 2025.

“With the PRS Chleo, I wanted to create a guitar that combined effortless playability, precision craftsmanship, and a versatile tonal range. It brings together modern innovation with timeless style, giving players the freedom to explore both classic sounds and new creative possibilities. The Chleo isn’t just a signature model — it’s a guitar built to inspire,” said Herman Li.

As a guitar player who is as dedicated to understanding his instrument as he is to continually refining his craft as a player, Li was a formidable partner in designing his signature PRS. At first glance, the Chleo is a seemingly dramatic departure from classic PRS design, but its craftsmanship and quality are wholly PRS. Featuring PRS’s tried-and-true combination of a mahogany back and figured maple top with a maple neck, the Chleo’s body shape and neck have been specially engineered for this model. The body has been modified in several ways from PRS’s traditional profile. Most notably, it is remarkably thin, making it light enough for high-energy stage performances and comfortable for longer gigs. The neck shape and neck joint were specially designed to be comfortable and fast, and with glow-in-the-dark side dots you’ll never lose your place. The neck is very thin front-to-back with a slightly taller playing surface and 20” fretboard radius, and the neck joint has added surface area to promote bolt integrity and tonal transfer. PRS’s trademark scoop has also been modified for ultimate access to the upper frets, and the last 4 frets are scalloped so players can dig into those notes with ease. If the Chleo wasn’t unmistakable already, its ebony fretboard features a unique “Eclipse Dragon” inlay pattern.

Li’s Signature Series Fishman Fluence pickups are at the heart of the PRS Chleo. These copper-free pickups use layered PCBs for consistent, noise-free performance. With three distinct voices and a versatile switching system, the guitar offers up to 13 unique tone combinations. From fat, aggressive rhythm tones to smooth, warm leads, soaring screams, and crystal-clear single-coil sounds, these pickups cover it all. The performance-friendly control layout makes it easy to switch between tones on the fly. Whether you’re using high-gain tube amps, solid-state rigs, modern amp modelers, or DAW plugins, the Chleo’s pickups are built to shine across any setup.

“This guitar represents a new evolution for PRS. We spent more than four years in research and development, working closely with Herman to get everything exactly right,” said PRS guitars director of New Products Engineering, Rob Carhart. “Partnering with Fishman for yet another project continues to be rewarding as well.”

Adding to the innovation is a Gotoh locking tremolo system, enhanced with a new custom PRS stabilizer. It delivers the expressive freedom of a fully floating tremolo, while offering the tuning stability that players love from fixed bridges, delivering confidence and control in any situation.



## Accessories

### Snark Launches New High-Precision Tuners

Hot news from Snark! Taking the company’s ultra-popular product line to a whole new level, Snark has introduced a trio of high-precision clip-on tuners: the Snark ST-1X HPT, ST-2 HPT and ST-8 HPT. These models feature all-new software with ultra-tight “in tune” windows for pinpoint accuracy with a broad range of instruments.

Adding to the best-in-class performance: a patented anechoic sound shield on the back of each tuner helps block room noise. This unique shielding allows each of the new high-precision Snarks to deliver faster and more precise tuning in any environment.

The Snark ST-1X HPT, ST-2 HPT and ST-8 HPT all feature super bright LCD screens for easy viewing in the brightest sunlight or on low light stages.

All three models are rechargeable (no batteries needed!) and come with a USB cable/adaptor for quick, easy charging. Each tuner’s screen includes a prominent battery gauge, so you can feel confident that your tuner has plenty of battery power available.

No matter what you play – stringed instruments such as guitar, bass, and ukulele, or brass and woodwind instruments – you’ll find one of the new Snarks that’s perfect for you.

All three tuners offer adjustable pitch calibration. Also, the ST-2 HPT provides a switchable option for selecting Mic mode or Vibration mode. Choose Vibration mode for regular clip-on use; switch to Mic mode and clip the ST-2 HPT to your music stand.

Snark’s new high-precision ST-1X HPT, ST-2 HPT and ST-8 HPT rechargeable tuners have MRSPs of \$24.99, \$26.99 and \$26.99 respectively.



### Keeley Electronics Releases Manis, a Transparent Klon-style Overdrive Pedal

With the introduction of the Manis Overdrive, Keeley pens the next chapter in the legend of the mythical Klon. The essential germanium diodes at the heart of the myth faithfully deliver the iconic tones that are as expected, but that’s far from where this story ends. With additional options for switching between both clipping and bass boost modes, Manis is sure to conjure up a suitable saturation for any situation.

#### Main Features

- Voltage-Doubled Hard Clipping “Clean Boost”
- Updated Ge-Trans Switch – Diodes or Transistors – Huge difference in feel with increased saturation and tube-like compression
- Bass+ switch – for selecting between 2 bass settings
- Down: Stock mode – “Transparent” Mid Boost
- Up: Bass+ mode – Adds 3dB of low end for enhanced bass response
- Clipping switch – for selecting between 2 distinct clipping modes
- Down: GE Diode – for classic “Klon” style clipping
- Up: GE Transistor – for increased compression and saturation
- Top-mounted jacks and soft touch relay switching
- True Bypass or Buffered Bypass (selectable)
- Hand-made in Oklahoma, USA
- Powered by a regular 9-18V DC PSU (centre -, 2.1 mm, ~15 mA current draw)

Keeley recognizes that not every guitarist relates to the sound of the original horse related pedal, so while the Manis totally nails the

sound of the fabled original, it also delivers a worthwhile evolution of this renowned circuit. By using GE Transistors as opposed to the fabled GE diodes, the result is representative of the same well-known flavor, but due to the different cutoff voltage there is increased saturation, compression and sustain. The additional “tube like” second order harmonics and extra gain on tap are like a miracle cure for anyone with the “Klon blues”.

Toggle the clipping switch to swap in cold-war era GE transistors for more sustain, saturation, and tube-like response that you can really feel under your fingertips. Or leave the pedal in Diode mode for that authentic Klon experience. Control the character and punch of your sound by dialing down the upper-mid honk with the Tone knob.

Need more low-end? A dedicated bass boost switch lowers the cutoff an octave and adds 3dB of gain, ideal for single coil low-end recovery.

Manis is built tough and uniquely capable of running on 18V for more headroom, a true first of its kind. Being a modernized voltage-double hard clipping boost, Manis is a one stop solution for clean boost amp saturation, sure to please Klon purists, newcomers or converts alike.



### Cableworks Now Offers Upgraded Cables for Wireless Bodypack Transmitters

Gator Cableworks has grown its collection of professional audio cables with four new models designed for use with wireless bodypack transmitters. Each cable features a locking 4-pin mini XLR (TA4F) connector paired with a ¼-inch TS male connector, offering musicians professional-grade alternatives to standard bodypack cables.

The premium Headliner Series cables feature gold-plated ¼-inch connectors with integrated quiet switches, allowing silent instrument changes during live performances or recording sessions. Users can select between straight or right-angle orientations to best suite their gear needs. Each cable features a length of three feet (0.9 meters) for flexibility.

The Composer Series shares most of the same design features as the Headliner models. The ¼-inch connectors are nickel-plated rather than gold-plated, offering dependable performance for players who don’t require enhanced conductivity. Composer cables do not include a quiet switch, aligning with setups where hot swapping is not expected.

All Cableworks cables are backed by a Limited Lifetime Guarantee. For more information, visit

[www.gatorco.com](http://www.gatorco.com)



## Print & Digital

### Alfred Music Introduces Sound Innovations Soloist for Intermediate Musicians

Alfred Music, the world leader in educational print music publishing since 1922, proudly announces the release of Sound Innovations Soloist for Intermediate Musicians, a collection of original solo repertoire for winds, strings, or percussion.

Perfect for concert or contest, SI Soloist features a variety of musical styles, representing a diverse group of composers. Unique Sound Advice sections are included for each exercise and solo, providing tips from the composers for performance and technique. The solos will encourage independence and confidence in intermediate-level musicians.

Two valuable practice tools are available with SI Soloist:

Each solo includes preparatory exercises exclusively available in MakeMusic Cloud, such as key scales, phrasing and articulation exercises, sticking patterns (for snare drum), and more! This outstanding instructional component will help students become familiar with the building blocks of the piece before they play the first note.

Each Sound Innovations Soloist book includes access to the free practice tools in SI Online, featuring piano accompaniments that can be slowed down,

sped up, and looped for playing difficult sections. The piano accompaniments are also printable.

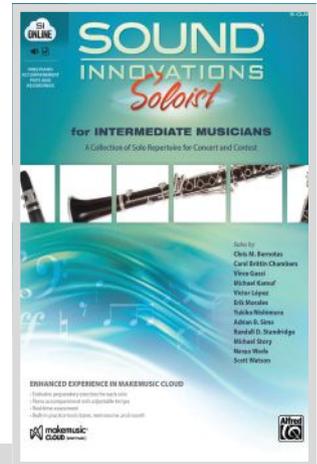
Instrument books available for:

Flute • Oboe • Bassoon • Clarinet • Bass Clarinet • Alto Saxophone • Tenor Saxophone • Baritone Saxophone • Trumpet / Euphonium T.C. • Horn in F • Trombone • Euphonium B.C. • Tuba • Mallet Percussion • Snare Drum • Violin • Viola • Cello • Bass.

Sound Innovations Soloist composers:

Ed Argenziano • Deborah Baker Monday • Richard Bell • Joe Bergamini • Lauren Bernofsky • Chris M. Bernotas • Dave Black • Carol Brittin Chambers • Julie Davila • Loretta Fin AM • Vince Gassi • Michael Hopkins • Michael Kamuf • Victor López • Erik Morales • Kirk Moss • Yukiko Nishimura • Katie O'Hara LaBrie • Jim Palmer • Bob Phillips • David Pope • Eric Rath • Danny Raymond • Lisa Rogers • Adrian B. Sims • Doug Spata • Randall Standridge • Michael Story • Wesley Sumpter • Naoya Wada • Denzel Washington • Scott Watson.

Sound Innovations Soloist for Intermediate Musicians books are available for \$12.99 each at music retail stores, online retailers, and alfred.com.



## Drums & Percussion

### Roland Introduces Mood Pan

Roland introduces Mood Pan, a unique electronic hand percussion instrument that encourages anyone to discover the restorative power of music. Inspired by acoustic handpans, Mood Pan features tranquil tones and a simple design requiring no previous musical skills. Along with providing immersive audio for the onboard sounds, its built-in 2.1 speaker system can also play soothing background music and stream Bluetooth audio from mobile devices.

Mood Pan is made for mindful people and modern musicians seeking a versatile and expressive new instrument. It blends the soulful resonance of acoustic handpans with multiple sound variations and other flexible features made possible with Roland's advanced percussion technology. While many musical instruments require learning and skill development, Mood Pan can be enjoyed by everyone, with no experience or special technique necessary.

The electronic design of Mood Pan offers many benefits over traditional handpans. Users can explore different instruments and tunings, enhance sounds with onboard effects, and silence the onboard speaker by plugging in headphones for quiet solo sessions.

Mood Pan can be placed on the user's lap or a tabletop. The instrument is played with finger taps, and its nine pads can be assigned to different musical scales, making it impossible to hit a wrong note. It's also possible to tap the sides with the palms to create percussive sounds and resonant tonalities, mute sounds with a touch, and use a special control pad to add expressive colors to certain tones.

Selectable sounds include handpan and other acoustic percussion such as tongue drum, gamelan, crystal bowl, and singing bowl. There's also a sitar voice, orchestral strings, synth pad tones, and four user locations with selectable sound variations.

Mood Pan offers environmental music and nature sounds, along with four modes to play soft soundtracks for mornings, evenings, relaxing, and yoga sessions. It also doubles as a high-quality Bluetooth speaker for streaming music from a smartphone or tablet.

The Mood Pan Plus app is the perfect partner to extend the Mood Pan experience. Users can adjust the

onboard sounds, choose different environmental sounds and effects, and fine-tune the pad sensitivity. The app also includes additional sounds for loading into Mood Pan's four onboard user locations.

Availability & Pricing

The Mood Pan is available for USD \$659.99.

To learn more about Mood Pan, visit Roland.com.



### DW Adds SonicPly Drum Shells to the Collector's Series

Drum Workshop, Inc. (DW) introduces SonicPly drum shells to the Collector's Series, the first new shell construction since PurpleCore in 2021. Developed by DW's woodologist, John Good, the latest design blends the best characteristics of wood and metal to offer a new, exciting sonic experience.

John Good, nicknamed the "Wood Whisperer" by legendary Rush drummer Neil Peart, has an encyclopedic knowledge of the science of wood plies, their sonic properties, and how to create great-sounding drums. Good's skills were honed over many years on the road as a drum tech with Michael Jackson, Frank Zappa, and many more.

SonicPly is the result of two years of relentless experimentation led by Good. The shells are formed by bonding aircraft-grade aluminum and North American maple plies using a special adhesive formula. The result is a drum shell that seamlessly balances the optimum qualities of both wood and metal, to offer drummers a sensational new sonic adventure.

The SonicPly drums, available in shell sizes ranging from 10" to 24" diameters, fuse eight plies of Maple with a 0.6mm core of Aluminum, while the snares have been built using twelve plies of wood with two, strategically placed Aluminum plies. This precise construction balances the warmth and resonance of the Maple wood, with the crisp attack and dry sustain of the Aluminum alloy.

The result is a set of drums that speak with projection and unparalleled dynamic response. When played, SonicPly drum shells cut through dense mixes, with enhanced presence, to ensure every note is heard with clarity, making them suitable for studio or stage.

All SonicPly drum are fitted with DW's four-proven Collector's Series hardware including Suspended Tom Mounts (STM), full-sized turret lugs, True Hoops, and standard bearing edge. The shells are available in all Collector's Series finishes, including exotic veneers and custom lacquers.

This next generation of DW drum shell innovation has been designed for professionals seeking drums that redefine sonic versatility and projection. SonicPly is built for drummers who demand sound perfection.



**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.



NASHVILLE  
GUITAR WORKS

209 Gothic Court, Suite 104 Franklin, TN

MIRC, LLC is:



(615) 771-7135



Visit [www.mircweb.com](http://www.mircweb.com)



**SONOR 150th Anniversary AQ2 Shell Set**

In early 2025, SONOR kicked off its 150th Anniversary with the release of a legendary reimagining of high-end, special edition kits. But when you've been building the world's finest drums for 150 years, one release just isn't enough. Now, SONOR proudly unveils the next chapter in the celebration: the 150th Anniversary AQ2 Shell Set, featuring a stunning Vertical Grain Ebony Replica Veneer. This special edition kit delivers premium SONOR features including 8-ply maple shells, die-cast AQ lugs with Tunesafe, and the SmartMount tom suspension system—all finished in a rich, high-gloss Vertical Grain Ebony veneer applied to each shell and bass drum hoop. Each drum also sports a commemorative anniversary badge and custom 150th Anniversary logo drumheads, making every detail a tribute to SONOR's legacy. While limited to just 500 sets worldwide, the 150th Anniversary AQ2 Shell Set is designed to be accessible to drummers of all backgrounds—offering the perfect fusion of 150 years of drum making craftsmanship and focusing it into the most expressive and powerful of performances.



**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



1-800-974-3909 [RSBerkeley.com](http://RSBerkeley.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."  
Sherman Irby  
Jazz at Lincoln Center Orchestra

**BOW REHAIRING**

**Expert Bow Service**

order forms, pricing and shipping label at:  
[www.bowrehairing.com](http://www.bowrehairing.com)

"An industry leader since 1967"

**IRA B. KRAEMER & CO.**

Wholesale Services Division

467 Grant Avenue

Scotch Plains, New Jersey 07076

(908) 322-4469



**MODERN PIANO MOVING**

Nationwide Door-To-Door Service Since 1935

800-737-5600

[www.ModernPiano.com](http://www.ModernPiano.com)

**Gon Bops Introduces Two New Percussion Accessories**

Gon Bops is proud to announce the release of two innovative new accessories designed to elevate the playing experience for today's percussionist: the Cajon Pedal and Universal Metal Conga Risers – Set of 3.

Developed with both performance and practicality in mind, the Gon Bops Cajon Pedal transforms a cajon into a dynamic bass drum alternative. It includes a full foot pedal, chain-driven drive shaft, soft beater, and Velcro cajon mount for secure attachment. This pedal offers responsive, quiet operation—perfect for acoustic or hybrid percussion setups.

Also now available is the Universal Metal Conga Risers – Set of 3, designed to raise any standard conga ½ inch (15mm) off the ground to enhance bass resonance when playing seated. Made from durable metal and featuring rubber pads for secure grip, these discreet, compact risers offer an easy tonal upgrade without altering the player's setup.

Both new products are available for immediate shipment.



# 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](http://www.veritas-online.com)  
800-578-9724