about which species to target and how to do so. Others spoke on technologies for tracking wood from its source through the supply chain. Sascha von Bismarck of the Environmental Investigation Agency highlighted an app now in use for tracking logging in Romania. As a result, he said, “Illegal logging has gone down 60%. [This kind of action] is only happening because we’re asking the right questions.”

Beyond that, the takeaway for music companies and wood suppliers came down to this: Vet the companies you do business with and know where your materials are coming from. As Chris Martin noted, the information could be good for more than just following the rules. “I think that all wood has a story,” he said. “The consumer wants to know that story. If you can help tell that story, I think it will help us sell more guitars.”

PIANO FINDERS BROKERS ELTON JOHN PIANO SALE

MANY CELEBRITY PIANO sales have been brokered through San Francisco-based Piano Finders, but due to common nondisclosure agreements, the sale price is usually never made public. Last November, though, there was a notable exception: In a private sale brokered through Piano Finders, a Yamaha Elton John Red Piano Limited Edition Model DC6 7’ Disklavier grand sold for $240,000—three times what it sold for new. “This is not the highest price this limited edition has sold for, but it is the one I can talk about,” said Piano Finders co-owner Karen Lile, a piano appraiser and broker.

Only 50 of these Special Limited Edition “Elton John Red Piano Show” commemorative pianos were made, each of them finished in “maraschino cherry red” like the pianos used by Elton John in his Las Vegas “Red Piano” show.

www.pianofinders.com

TKL AND OMG IN DIRECT-TO-DEALER PACT

TKL HAS BEEN protecting products by the most respected names in the industry for decades. Whether you own a Martin, Gibson, ESP, Gretsch, Reverend, Ovation, Takamine or other top-flight brand, chances are it came with a TKL case. And OMG Music has been taking care of independent dealers’ needs since 1990. So it’s no surprise that these two companies would team up to offer dealers the highest level of quality and service.

“TKL’s quality is legendary in the industry,” said Brett Marcus, partner at OMG Music. “With the rapidly increasing costs resulting from the escalating tariff situation, the value of the North American- and American-made cases TKL offers is now off the charts.”

“We wanted another partner that took servicing the dealers as seriously as we take protecting instruments,” said Tom Dougherty, owner and president of TKL. “There was only one name that kept coming up when speaking with customers: OMG Music.”

OMG Music is now a direct source for TKL products in the U.S.

NAMM Booths 1512, 909

www.omgmusic.com

HAL LEONARD TAKES ON AUGUSTINE STRINGS

AUGUSTINE STRINGS, the world’s first producer of nylon strings for guitar, has granted Hal Leonard exclusive distribution for all of its guitar string products in the United States. The deal took effect June 1. “Hal Leonard strives to represent the best companies in their field, and Augustine Strings certainly qualifies,” said Brad Smith, vice president of m.i. products at Hal Leonard.

“Our mutual interest in supporting the classical guitar market—in schools and with professionals—makes this addition a natural expansion to our growing lines of accessories for fretted instruments.”

Founded in New York City in 1947, Augustine Strings first worked in collab-
oration with guitar maestro Andrés Segovia. Through this initial partnership, Augustine helped define the sound of the classical guitar in the 20th century.

www.halleonard.com

EXPERT HELP WITH STORE LIQUIDATION AND CLOSING

TO FILL a music industry gap in need of service, Niche Retail Consultants has created a customized program for closing a music store the right way. This includes telephone and email support, marketing materials, and a step-by-step guide. Digital material includes advertising samples and templates, press releases, spreadsheets, and more. Also included are banners, posters, store signs, and other eye-catching material to cater to each store’s theme.

Closing a music store involves many complex decisions: How and when should I tell my staff? How do I price items with MAP versus items without? When do I lower my prices during the liquidation for best effect? How do I get the most value out of my rental pool and repair services? How much should I spend on marketing? Addressing all these questions and more, Niche Retail Consulting provides store owners peace of mind knowing they are getting the highest value out of the business—yet spending less time worrying about it—through a program created by “people who have been in your shoes.”

travis@nicheconsulting.com
www.nicheconsulting.com

SLM TO DISTRIBUTE MOOER AUDIO PRODUCTS

ST. LOUIS MUSIC has announced an agreement with Mooer Audio to be the exclusive full line distributor in the U.S. of Mooer’s innovative effects pedals and amplification. Mooer burst onto the music products scene in 2010 with the original micro-sized guitar effects pedals. Since then, Mooer has been an industry leader in providing professional sounding, high-tech products for musicians around the world.

Mooer’s technological capabilities have continued to grow year after year, resulting in a number of creative and innovative new products. In 2016, Mooer developed a series of highly-complex digital products such as the Devin Townsend Ocean Machine, the Micro Preamp series, the GE200 multi-effects unit, and the Radar IR Loader. These developments continued in 2018 with the critically-acclaimed Preamp Live preamp modeler, amplification products, and new combination pedalboard solutions with the Truck series.

“It’s fantastic to be working with Mooer,” said St. Louis Music Senior Vice President Chris Meikle. “Mooer has a truly innovative company culture and genuine ambition to create class leading technology. The new GE300 multi effects processor is a great example of what the company is capable of and what we can expect in the future.”

(314) 727-4512
info@stlouismusic.com
www.mooeraudio.com

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