

WENGER INTERNATIONAL PARTNER NEWSLETTER

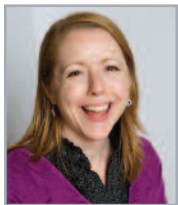
The spring marks Wenger's busy entry into the spring trade show season. During the first four months of 2013, Wenger will participate in no less than 50 trade shows, including music education and technical theatre. Any leads that we receive that are relevant to our international partners, we will forward on to you. In next month's issue, we will look into a show that I recently exhibited at in the United Arab Emirates.

Good selling!
Nancy Wagner, Director International Sales

VISIT TO BLACK CAT MUSIC IN UK

The United Kingdom (made up of the countries of England, Northern Ireland, Wales and Scotland) is Minnesota's 10th largest trading partner. In the 3rd Quarter of 2012, the State of Minnesota exported US\$1.1 billion worth of goods to Europe, which includes the UK. Of course a tiny fraction of those exported goods were manufactured by Wenger Corporation in Owatonna and shipped to Black Cat Music, Wenger's partner in the UK.

In February, Wenger's Vice President, Product Development and International, Barry Swanquist, and Nancy Wagner visited Black Cat Music. We held meetings in their Tonbridge office in Kent and, among other discussions, reviewed Black Cat Music's extensive marketing of Wenger's products in the UK, Europe and Russia. Black Cat prints and distributes multi-language catalogs and holds numerous trade shows and conferences throughout the year with music educators and theatre planners.



Alice Dagger,
Marketing Manager,
Black Cat Music

Alice Dagger, Black Cat's Marketing Manager, has developed excellent product videos showcasing Wenger products. Please check out the latest from Black Cat (which may have relevance for Wenger partners who sell our instrument storage cabinets). The video details a recent cabinet installation at Eastbourne College's Birley Centre and features an interview with Joe Hughes, the Head of Music Technology. Nicely done, Alice!

We also touched on Black Cat's use of social media, including Youtube, Twitter, Facebook and Linked In, which is becoming increasingly important in our digital age. Black Cat strategizes with "search engine optimization" and uses Google Analytics to measure web traffic and unique visitors to their website (www.blackcatmusic.com).



Brigitte Downs,
Sales Representative,
Teresa Rogers,
Martin Loft,
Acoustics/Technical Sales

Our thanks to our hosts Bob Dagger, Teresa Rogers, Mark Rasmussen, Brigitte Downs, Martin Loft and Alice Dagger!



Barry Swanquist,
Nancy Wagner,
Mark Rasmussen,
Group Marketing
Manager



Teresa Rogers,
Sales Manager,
Nancy Wagner,
Barry Swanquist

NOTICES:

GIG BAG MUSIC STAND DISCONTINUATION!

Due to extremely low volume, the Gig Bag is being discontinued effective immediately. This includes both the Gig Bag, P/N# 143A039 and the Gig Bag, 1 Pack.

SIGNATURE CHORAL RISER SIDE RAIL EXTENSION KIT

Effective immediately we are announcing a new kit (P/N#098D240) for our standing choral riser that will enable a Signature in the reverse configuration to accept a Side Rail. The kit includes extension brackets that mount under the longer riser step to enable the Side Rail to be attached. The Technical Sheet and Manual have been updated to make note of this new option.

For any questions on these two notices, please contact your Wenger International Sales Representatives (Sherrie or Paula).

WENGER PACKAGING – HELP US GO GREEN!

Did you know when fulfilling orders for Wenger music equipment, we package different products in “multi-packs”? The multi-packs make it easier when customers are ordering larger volumes of music chairs and stands.



Our multi-packs are “pre-packaged” and can provide support to our distributors in minimizing cardboard packaging (and therefore reducing freight costs). In general, Wenger will automatically assume that a distributor ordering 20 Nota® chairs will want two 10 packs. If, however, you would want to request 20 Nota® chairs, but in different packages, we can accommodate your request at the time of your purchase order. (Example: 20 Nota® chairs: 1 10-pack, 3 3-packs and 1 1-pack). Simply let us know and we will handle the rest! Check your pricing pages for other multi-packs available on selected Wenger products. For your convenience and reference, our Packaging Designer has provided our chair pack quantities in the reference chart below.

Wenger Chair Type	1 Pack	2 Pack	3 Pack	5 Pack	10 Pack
Nota® Premier	X			X	
Musician Chair	X	X		X	
Nota® Standard	X		X		X
Student	X		X		X
ConBrio™ Premier	X	X		X	
ConBrio™ Standard	X		X		X

CUSTOM REQUESTS – DON’T ASSUME WENGER CAN’T HANDLE IT!

Recently one of our Japan partners had a request from a customer for a “transparent” ceiling. Our distributor was certain this request could not be accommodated but asked Wenger anyway. We took it to our Application Engineering Department who said, “Yes, we can”.

Wenger has made or proposed a cloud panel with a clear acrylic or plastic face with an exposed steel tube frame to hang the ceiling and we can also make a speaker panel (steel tube frame with cloth face) so sound goes through it that is transparent.

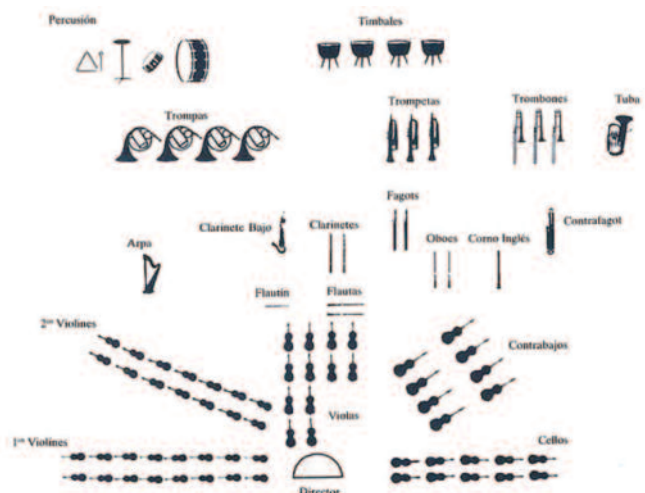
Due to our unique multi-manufacturing disciplines in our shop (woodworking, metal fabrication, painting, design, etc) and due to the varied nature of our work with many international architects, designers and theatre planners, Wenger can be as flexible and as creative as our clients! We also like to tell the story of the Finnish architect in China who wanted a DIVA® shell made out of bamboo veneer. That bamboo veneer shell was indeed manufactured and is now installed in the Wuxi Opera House.

So the moral of the story is: So don’t assume Wenger can’t handle it! Bring it on!

ORCHESTRA SEATING CHART

This handy chart comes to us from Mayer Saad-Chadin, Wenger’s Mexico Representative.

Mayer says many of his customers are not familiar with the customary positions of orchestra instruments and this chart helps illustrate which players go where in relation to the director (conductor). Gracias, Mayer!



MORE ON STAGETEK™!!

We are generating a lot of excitement and good feedback about our new staging product. Here are some helpful “Q&A” and some photos of some key attributes that help differentiate Wenger’s new StageTek™ from Versalite® staging.



Q: We understand the cart for StageTek is to carry 6 deck panels whereas Versalite carries 8 panels. Is this correct? If so, is the price same?

A: The new universal deck and rail cart (Wenger P/N#113J001) will hold 6 StageTek decks OR 6 StageTek GuardRails OR a combination of both StageTek Decks and GuardRails OR 8 Versalite Decks. The price is the same as the previous Versalite 8-unit cart. So Wenger now offers only “one” universal cart that fits our new StageTek or Versalite.

Q: What are some of the key differences between StageTek and Versalite?

A: Here is a quick summary of the key differences:

- Improved stability
- Easier leg attachment
- Repairable
- Round vs. square legs
- Rounded frame for easy handling



StageTek has square legs; Versalite has round legs



StageTek deck-to-deck connection options



Versalite deck (left) clamps to a StageTek deck (right)



The StageTek deck with rail (on left) and Versalite with rail (on right).



The stage closest to the foreground is the StageTek deck and the back two decks are Versalite



StageTek rail “boots” allow for more room on the deck

Q: Tell me more about the StageTek Velcro straps.

A: Each deck will come with two Velcro straps (one for each side) as standard. The Velcro strap is much stronger than the Versalite’s butterfly clip. The butterfly clip, although holding the decks together, allows the decks to slide sideways. The Velcro strap allows for a little bit of slippage (deck to deck) but then prevents further slippage.

Q: How do I attach a Versalite deck to a new StageTek deck?

A: There is a clip that attaches a StageTek to a Versalite deck. It “clips” on to the StageTek and “fastens” with a knob to the Versalite deck. The customer can also use a Velcro strap.

Q: Are the rails interchangeable between Versalite and StageTek?

A: No. The rails are not compatible. The Versalite rails will not fit on StageTek.

Q: What is the standard deck surface for StageTek?

A: Cracked Ice (name). It cleans easy and doesn’t show footprints as much as Versalite. It is the standard surface for most other stages. StageTek can be made of natural hardboard (so it can be painted) or it can be ordered “carpet ready”.

Q: What load testing reports does StageTek comply with?

A: Wenger can provide test summary details for each: 2009 International Building Code; SECTIONS 1607, 1604 and 1714; ASTM E2322-03 Standard Test Method for Conducting Transverse and Concentrated Load Tests on Panels used in Floor and Roof Construction Sections 10-11 and ASTM E661-03 Standard Test Method for Performance of Wood and Wood-Based Floor and Roof Sheathing Under Concentrated and Impact Loads, Sections 4 and 6.