

Introducing the Wenger International Distributor Newsletter – January 2010

We are pleased to present the FIRST international distributor newsletter! We hope to update you every month with news and information from Wenger, including new products, marketing tips and technical information designed to help you sell and promote Wenger products.

We hope the newsletter will also be a tool to facilitate communication and coordination among Wenger distributors and agents. Tell us YOUR success stories with Wenger and we'll help share the stories with others who are working to promote and sell Wenger around the world. Provide us with customer testimonials and pictures and we will "publish" them and share them here in this forum.

We welcome your feedback on suggestions for future "articles". Let's have a successful New Year!

New Product Introduction – Guitar Rack

Wenger introduces a new mobile Guitar Rack designed to store and transport most acoustic, electric and mariachi guitars in either cased or uncased form. The rack holds up to 20 acoustic or electric guitars and up to 10 mariachi guitars. It is constructed of solid wood and rolls on two swivel and two solid heavy-duty casters. What makes this rack unique from other manufactures is the Wenger rack is double-tiered which gives the customer maximum storage space. It is available in a natural or cherry wood finish. Please visit our website for further information on the new Guitar Rack!



Meet the Wenger USA Int'l Team!

SHERRIE ULRICH handles Asia-Pacific. Sherrie is married with 2 grown children. Sherrie has worked at Wenger for 12 years & studied piano, flute, piccolo and voice. She is an avid walker and can do Norwegian embroidery.

PAULA ULRICH handles Mexico, So America, Central America, Middle East/Africa & Europe. Although they have the same last name, Sherrie & Paula are not related! Paula is married to Craig for 30 years. She has 2 grown daughters and 4 grandchildren. Paula is an avid cook and loves to go camping.

NANCY WAGNER joined Wenger in Sept 2009 after more than 20 years in international sales. She is married to Al for 14 years and has 3 cats. Nancy is also an avid walker & likes to garden during the spring. She also loves downhill skiing.

Wenger Performing Arts Update: The Eisemann Center, Richardson, Texas

This is a good opportunity to show how Wenger ingenuity and customer creativity combined to create a portable recital screen using a Legacy base and Diva panels. *“Although the space has great acoustics, groups performing on-stage could not hear each other as drapery and wing space often absorbed the sound. Wenger Corporation created a semi-orchestra shell for us with towers 6’ wide by 13’ high. The 10 degree arched surface helps to reflect ambient sound throughout the stage, and like giant chess pieces, they can be placed around the stage in a number of configurations. The shell towers are finished in photometric gray. The color is good with plain white light and allows the surfaces to be lit with colored lights and patterns to allow for an interesting visual experience. Imagine, each time you come to a concert, the shell can be a different color texture or brilliance, adding a visual enhancement to the aural experience.”*

William Fox, Technical & Operations Manager, The Eisemann Center, USA

<Note: This was a custom project for Wenger to showcase our capabilities; if you are interested, please contact us for further information>.



Wenger International Organization Chart

With the retirement of Paul Miller on December 18 after 21 years with the Wenger Corporation and with Gwen Springer moving to Inside Sales for K-12, the Wenger International Team looks a little different! Our two China-based employees located in our Beijing Representative Office, Sally Gong and Mike Zhang, help to coordinate our China promotions and activities as well as Diva/Forte and sound module installations and after-sales support and service.

We are a small group but dedicated to working closely with our Wenger distributor partners to help you be successful with customers: be they in the education market or performing arts market.

Thanks again to Paul and Gwen for their many years of service and support to Wenger International!



The Wenger International Partners Newsletter – February 2010

Thank you for your feedback on our first international distributor newsletter sent last month. We welcome your feedback on suggestions for future articles and photos. The more we share as a team, the more we learn and grow...and the more we can sell and promote Wenger! Nancy Wagner, Director International Sales

Wenger Internet – Tools on the Web

How familiar are you with the Wenger website? Did you know that it provides many tools for our distributor partners? Take some time and navigate around our site.



In 2009 Wenger invested in new functionality and website design. The site is even easier now to view and navigate. Our key markets are found across the top of the page (Performing Arts, Colleges/Universities, Theater Solutions, etc) and key products are found on the across the bottom of the page (Chairs, Stands, Music Education, etc).

On the left hand side, click on to “Installations” to see photos of Wenger products at work in actual venues – you can see pictures of sound isolation practice rooms, music rehearsal rooms, inflatable shell and DIVA acoustical shells. This is a great tool to show customers how Wenger products look and provide installed references. Please send us high resolution images of your current projects, along with name and location, to have your project included in this section of our website.

For use in construction and design planning, be sure to visit our resources on-line that can be downloaded. Go to Educator Resources, Resources Materials and click on Architectural Databook. These handy “how to” brochures are good tools to introduce Wenger during the design phase of a product – and to make sure Wenger is specified!

Our 2009-2010 catalog is available on line, offering an easy-to-use page by page navigation. So if you are at a customer site and forgot to bring a catalog, no problem! The 2010 catalog is available in English, French and Spanish.

Finally our “Find A Rep” on the left hand side offers customers the opportunity to find our distributor contact details. Please take some time to make sure your details are up-to-date.

Follow Wenger on Facebook!

Did you know you can now follow Wenger on Facebook? Simply type in “Wenger” and you can find out the latest on products & what’s new! More details are available if you are a member of Facebook.

Wenger Fiscal Calendar

Our fiscal year is from Jan 1 to Dec 31. In 2010, Wenger will be more pro-active in asking you, our partners, to provide us with your estimated sales forecast before the end of each month so we can accurately report our sales. The following dates are when we close our books for the month:

February: Feb 28
March: April 4
April: May 2
May: June 6
June: July 4
July: August 1
August: Sept 5
September: Oct 3
October: Oct 31
November: Dec 5
December: Dec 31

Thank you in advance for your help in providing your monthly sales forecast to Sherrie and Paula

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Wenger New Products & North America Promotion Campaigns – by Stacy Hanson, Marketing Communications Manager

Current North America Promotional Campaigns – 1st Quarter Staging and GearBoss

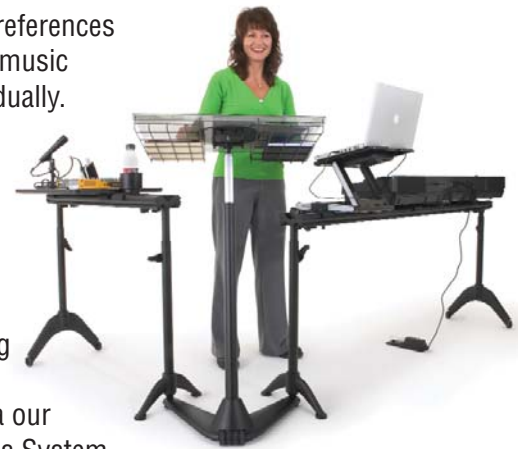
Beginning in January, Wenger Corporation announced two incentive campaigns targeted toward key customer segments. The 1st Quarter Staging Promotion offers an increasing discount (5 - 20%) on Staging Platforms and accessories. Products were targeted specifically to the education and rental markets with modified images and/or copy for each market. This promotion runs from January 11, 2009 through the end of March. For the Athletic market, we launched a promotional campaign for GearBoss lockers. This promotion offers our customers a free TranSport cart with the purchase of 80 lockers or more in 2010. Please check out the link below which will take you to the Wenger Sale page on our website. This site will be updated regularly as new campaigns are launched. www.wengercorp.com/sale

New Product Spotlight - Flex Conductor's Stand and Tech Bridge

The new Flex™ Conductor's System accommodates a director's personal preferences and technology in an ergonomic, flexible solution. The core components – music stand and adaptable platforms – function as an integrated system or individually.

The transparent polycarbonate desk of the Flex Conductor's Stand tilts and rotates smoothly, with dual-lock feature providing 180-degree versatility. Flex TechBridge platforms keep technology and teaching materials within easy reach, with attachments for holding keyboard, laptop computer and work surface.

The launch strategy for this product includes an extensive space advertising campaign, strong convention presence throughout the 1st Quarter and an email broadcast introducing the product. We are also running a contest via our Facebook page to award the most creative customer a new Flex Conductor's System.



**Note: The above campaigns are offered only in North America to North American customers only. We are sharing these campaigns to help give you ideas on how you can promote Wenger in your territory. If you have ideas for promotions or need some assistance on creating campaigns, Stacy Hanson is available to assist on creative concepts.

Wenger Events Calendar & Trade Shows

Did you know that Wenger participates in over 150 trade shows, exhibitions and music clinics a year in the USA alone?! Wenger USA has a full-time team that works very closely with our sales and marketing teams to provide a trade show booth, banners, signs and product samples that will be relevant to the various shows.

You can find out more about Wenger's show schedule on our website. Simply go to: www.wengercorp.com and click on the left hand side of the page under "Educator Resources." Then click on "Events Calendar." You can tab from month to month, and if you click on a particular date, it will give you more information about that show.



As Wenger partners, you are welcome to attend many of these shows. And if you have shows that you are participating in, please let us know and we will be happy to include them for you on our site with details!

The photo below was sent in from our Korean partner, Joeun Tech, who celebrated their 21st year in business on November 9, 2009. Joeun Tech participated in many key music shows last year, including Music Korea in September 2009 in Incheon City.

If there are trade shows in your country that Wenger should be exhibiting in, let us know. We can only be successful if we partner together.

The Wenger International Partners Newsletter – March 2010

By the end of this month, we will already be finishing up our first quarter. How are your sales against your Wenger forecast? What projects are you working to close in 2010? How can Wenger help you to close those projects? Your feedback is important for Wenger support!

Nancy Wagner, Director International Sales

Meet the Wenger Mexico Representative – Mayer Saad Chadin....Hola!

Wenger's Mexico Representative was born in Mexico City and has been working for Wenger since 1994. Mayer says he loves nature, bicycling, his wife, travel, red wine and installing diva shells (and not necessarily in that order!).



When asked to provide a Diva "success story", Mayer tells us the story of an installation in the city of Aguascalientes.

"The process took over 11 months to close. I was persistent in making an appointment with the Fine Arts Director & the Music Director and convincing them an acoustic shell would create the right environment. I provided pictures of other Wenger installations and compared our strengths vs. our competitors' weakness.



Look at these photos showing how a competitor ties their towers together...with rope! And the lack of trim, which allows light to shine through!

I provided supporting documents showing Wenger test reports from acoustical laboratories, ISO-9002 certificate and patents and invited the customer to visit other Diva installations in Mexico and one in Texas at Georgetown University. It was clear that only Wenger could make a fully custom shell, providing a lightweight, yet rigid and safe structure.

The installation at Teatro Aguascalientes was a huge event. I was able to attend the first concert grand opening, rubbing elbows with very important people, including the governor! In the end, I made good friends and left a very happy Wenger customer."



Wenger OnBoard Drum Major Podium

Wenger's Drum Major Podium made an appearance in the March 2010 issue of Marching.com magazine.

See this article from the internet at: <http://www.marching.com/news/2010/wenger-drum-major-podiums/>

More information can be found on this New Product in the 2009-2010 Wenger catalog, page 6 and page 74-75.

Celebrating its 15th season in 2010, Marching.com has become an authority for marching band directors, members, parents and fans who are looking for marching-related events, links and resources.

Visit Wenger at Musikmesse in Frankfurt!

Wenger products will be exhibited at the upcoming Musikmesse Show March 24-27 in Frankfurt, Germany.

Musikmesse is the world's international fair for music instruments, sheet music and music products. The show is held concurrently with ProLight + Sound. Last year, Musikmesse set a record with 1541 exhibitors from 47 countries and 78,500 visitors.

Wenger will be working alongside one of our European partners, Black Cat Music. For more information on the show, visit: <http://musik.messefrankfurt.com> or visit us at the Black Cat booth: Hall 3.1 Booth A29

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Burnsville Performing Arts Center (Minnesota)

The week of January 25 was a busy week for Joel Gasner, Wenger's installation project manager. A new Diva acoustical shell with 9 towers and 3 ceiling panels was installed at the Burnsville Performing Arts Center. Burnsville is a suburb south of the Twin Cities with 60,200 inhabitants.

Sonya Beck, the Region Sales Manager, who sold the Diva recounts the story: In 2008, the architect on the project requested budget pricing for a Diva shell to be purchased by the city following the construction of a new performing arts center. I checked back with the architect on a regular basis but was told that the city had not yet secured funding for the shell. Then, in the spring of 2009, Mark Ingalls, Acoustic Shell Product Manager, and I were invited to tour the Burnsville PAC and the Guthrie Theater in downtown Minneapolis. A shell was needed because a lot of music would end up in the fly loft. It was hard for the director to hear the musicians and hard for the audience to hear the performance. At our meeting, I inquired again about the purchase of a Diva shell and the Executive Director of the Burnsville PAC was open to the discussion.

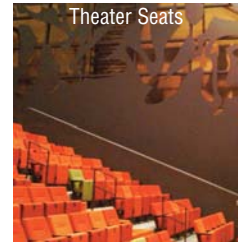
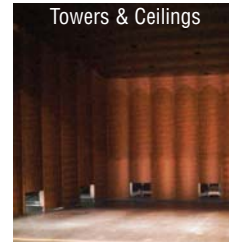
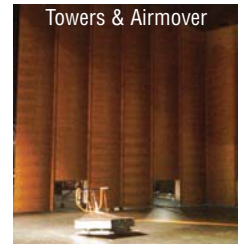
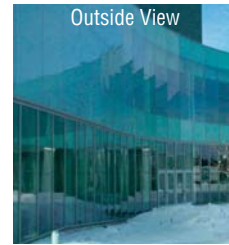
The real challenge of the project was not getting any real indication which manufacturer's shell the architect preferred. There were two other companies bidding besides Wenger. We encouraged the Burnsville decision-makers to visit Wenger, visit other Wenger installations and visit our competitors' installations.

There was no urgency on the part of the owner until the project was funded. The timeline of the opening of the bid to the final installation of the shell was tight from a manufacturing standpoint but Wenger got the job done.

Here is a summary of the timeline of this project:

- 2008 – initial contact from project architect
- Spring 2009 – meeting with the owner's representative
- August 2009 – owner's representative meets and visits with Wenger
- September 2009 – demonstration of Diva at Shakopee High School
- October 2009 – bid received
- October 13, 2009 – Wenger informed we were successful bidder
- January 25, 2010 – Installation of shell
- February 21, 2010 – Four Choirs Festival: first public performance using Wenger Diva shell

When it came to the design of the shell, we noticed that the interior walls of the Performing Arts facility used a 'horizontal wood grain' and we recommended trying to incorporate that same look on the shell. The Executive Director thought this would be an excellent idea! I worked with the architect, executive director, technical director and business manager to close the project. Finally, on February 10, there was an "open house" to show off the Diva and the Burnsville mayor and city employees were invited. The stage manager was very impressed with the final results and they look forward to many performances with improved acoustics and aesthetics



Wenger Fixed Audience Seating Q & A with Product Manager, Mark Ingalls



Recently one of our Wenger distributors had questions about our new Fixed Audience Seating Chairs, so I sat down with Mark Ingalls to get answers. Fixed Audience Seats were introduced in 2010 and can be found in our catalog on pages 118-119.

Q: Does Wenger offer different seat angles?

A: Yes, Wenger offers three seat angle positions, angles that are common for auditoriums and theaters. We offer 18, 22 and 26 degrees.

Q: Would a typical auditorium have seats with multiple seat-back angles?

A: Yes. 18 degree angle chairs should be positioned towards the back of the auditorium, while 26 degree angle chairs should be positioned towards the front of the auditorium. In other words, the closer to the front, the more angle is needed. This helps the audience members in the back see the stage more easily.

Q: How does Wenger determine the best number of seats and types of seat angles for a particular auditorium?

A: Wenger Engineering Team will determine this from drawings. We will use Autocad to provide a best suggested lay-out for the theater in order to optimize seat positions and angles.

Q: Can Wenger distributors offer direct installation for Fixed Audience Seating?

A: No, right now Wenger wants to control all installations for this new product so please call us for installation quotation.

The Wenger International Distributor Newsletter – April 2010

What's new?! This month we are highlighting a new Legacy installation in Japan, new updated Folio Cabinets, a new 3-D software and a new VAE-room installation. Just a reminder that Wenger is committed to developing new products and helping you gain new customers!

Nancy Wagner, Director International Sales

Wenger Legacy Beautifies New Space at Hiroshima University in Japan

In Japan, Wenger is represented by Yamaha Music Trading (for flow product) and M&N (for acoustical shells). As Mr. Junichi Kimura, Wenger's representative in Japan, tells the story, this was a project that both Wenger partners worked on together towards a successful close.



Hiroshima College, established in 1949, opened a Department of Music in 2010. They were not familiar with acoustic shells and were convinced to go with Wenger because of YMT's strong connection in Japan's education field and with the acoustic expertise of M&N.

The effort however to close this project doesn't even compare to the effort to install the product! Due to lack of space in the freight elevator, a hoist was employed to lift the Legacy up to the 5th floor window. Then, the corridor was not wide enough so the crates needed to be cut to fit. Says Kimura: "As a result it took almost a whole day to complete the installation but with beautiful and lasting results."

Wenger Upgrades Folio Music Cabinets

What are Folio Cabinets? They are designed to store and transport music folios used by band, choral and orchestral ensembles for easy distribution and access of sheet music.

Product Manager Denny Meyer: "We needed to update our cabinets to fit a wider music folio (29.21 cm vs current 26.67 cm). We removed the bottom shelf to allow for increased capacity and now have more flexibility in shelf height openings (from 2.54 cm high to 7.62 cm high)".



Compared to competition, only Wenger offers adjustable shelving and a 10 year warranty! Casters for many of our competitors are extra but Wenger includes front-locking casters as well as pre-numbered strips.

Wenger can help you help your customer design the optimum number of cabinets. Call Sherrie or Paula for help – we can determine the best design for your customer (2-column or 3-column) based on your customer's need.

Wenger NEW PRODUCT IDEA CONTEST !

Wenger is a company that is committed to new product development. At Wenger, we continually look for ways to upgrade our existing product portfolio, source alternative product materials, and manufacture products that meet the needs of music teaching and theatre professionals in both the classroom and in performing arts spaces.

This month, we are asking our Wenger distributors and agent partners to send us their idea(s) for the BEST NEW PRODUCT.

Our team at Wenger will review the ideas. The person with the best idea (including estimated annual sales for their country or region) will WIN a Wenger polo shirt valued at US \$35.00.

The winner will be announced in the June 2010 newsletter. Please send ideas directly to Nancy Wagner. Thanks!

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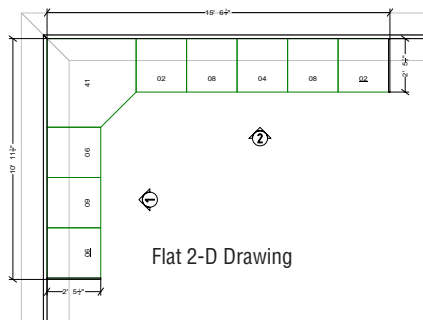
Wenger Engineering Introduces 20-20 Software for 3-Dimensional Drawings

Have you ever been to a home improvement center to look at buying kitchen cabinets? Was the home improvement center able to show you a drawing of what the cabinets might look like in your kitchen?

Taking this same idea, Wenger's Engineering Group is unveiling a new software program that allows Wenger to offer a useful service to our customers – and to you, our partners -- on how Wenger's Instrument Storage Cabinets will look in the customer's music space.

In the past Wenger provided a 2-D or a "flat" drawing of the space. While an architect may understand how to visualize a 2-D drawing, oftentimes many of our end-users, such as Band Directors, who are making the final decision about the types of Instrument Storage Cabinets, may not be as able to "see" how the Wenger cabinets might look.

Now we will be able to offer a 3-D or more in-depth drawing of the proposed space with the Wenger cabinets. The 3-D drawings will allow you, our partners, a much better way to demonstrate Wenger's value. The 3-D drawings are great to demonstrate cabinet door and color options.



Flat 2-D Drawing



New 3-D Drawing

This is a value-added service from Wenger. This is offered to you, our partners, as an upfront proposal tool to help with cabinet layouts. We will work with you and your customer to provide the best traffic flow for cabinets, but if you are interested in having your customer's request laid out with the new 20-20 software, please work with Sherrie or Paula and they will provide the 3-D image.

The 20-20 software is being launched initially to help with the layout of Instrument Storage Cabinets to start. Later, it may be used for other product lay-outs including sound modules and music folio cabinets.

Wenger installs the first "VAE" Room in New Zealand

In February, Wenger China Engineer, Mike Zhang traveled to New Zealand's north island to install Wenger's first VAE – Virtual Acoustical Environment – sound-isolating practice room at the University of Auckland.



The university, established in 1883 has 7 faculties on 3 campuses, including the National Institute of Creative Arts and Industries (NICAI) and the School of Music. The School of Music has a wide-range of teaching and rehearsal spaces and a number of well-equipped composition and recording studios, teaching jazz, popular music, sound and dance.

The university can now offer its students a state-of-the-art music practice technology with Wenger's VAE practice room. The local project manager in charge at the site said: "Installation was very efficient and effective. Next time we purchase, send Mike Zhang. Product looks and sounds great."

Thanks to Mike Zhang for a job well done! For more information on VAE Technology, please see Wenger 2009-2010 catalog pages 92-93.

The Wenger International Distributor Newsletter – May 2010

The month of March took me to the MusikMesse in Frankfurt, where I met with numerous Wenger partners and Wenger customers; the month of April took me to Brasil, Argentina and El Salvador, where I visited large on-going theater projects and met with our Wenger South American partners. I thank you, our partners, for your support!

Nancy Wagner, Director International Sales

Teatro La Aduana in Costa Rica purchases 420-seat Upper Deck

Thanks to the support and tenacity of Wenger's representative in Central America, Carlos Galvez, the new Teatro La Aduana, part of the National Theater Company in Costa Rica, purchased a 420-seat Upper Deck system when the theater opened in March 2010.

An article, published in Costa Rica's national newspaper *La Nacion*, tells the story

"The American company Wenger and its Upper Deck product, will allow the theater to present assemblies with different configurations of the stage; the chairs are able to be shifted around to different positions within hours, allowing more than one performance a day."

Carlos Galvez explains it was the versatility of the Upper Deck system that helped convince the Ministry of Culture to purchase Wenger's system for the new theater. Wenger competed with a strong field of competition, including Stageright, Secoa and Irwin Seating.



The theater personnel were impressed with the technical support Wenger provided for installation and training set-up. Rich Clark, Wenger Installer says, "All in all it was a very pleasant experience, even with 1-1/2 hour daily lunches. I trained eight people on how to set up the various configurations. The customer was extremely happy with the versatility of the product and it was a pleasure working with Carlos. The project even made news in the national paper!

To sum up the project, Carlos says: "Even though product knowledge is extremely important, it is also necessary to be persistent and disciplined, and to create a mystique of service and friendship with the client."

Carlos continues to work with the Ministry of Culture on a new potential project: a DIVA acoustical shell.

Carlos has been a Wenger agent for many years and is General Manager for "Guitarras Manuel Galvez", a custom-manufacturing operation for guitars started by his grandfather in 1910.

REMINDER:

New Flex Conductor's System and TechBridge

Wenger's current Conductor's System will be discontinued by December 2010 in favor of our new Flex Conductor System <please refer to February's newsletter for this new product introduction!>. It's not too early to begin transitioning your customers to the new system. For questions and pricing, please contact Paula and/or Sherrie.

SHIPPING UPDATE

To follow up from our Global Shipping Notice March 16, 2010 -- current container availability & ship booking for export from the US has been good. Wenger still requests notification as soon as possible; we try to book containers 2-3 weeks in advance. We have seen import rates rise to the US and expect export rates from the US to rise.

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Black Cat Music Exhibits at Frankfurt's MusikMesse – March 2010

The following photo was taken at the recent large music trade show held in Germany at Black Cat Music's booth. Left to Right: Dora Lim, Marketing Manager, Yamaha Music Singapore, Tan Li Jian, Chief Cashier Retail, Yamaha Music Singapore, Dirk Rueter, Sales Executive, Black Cat Music.



Hoac Exhibits at European Association of Event Centers – April 2010

One of Wenger's European partners for acoustic shells, HOAC, exhibited Wenger products at the recent European Association of Event Centers conference in Duesseldorf, Germany. The organization represents more than 600 event venues in Germany and Europe, including many city halls.

Introducing Wenger Product Training – Phasient On-Line Training

Wenger is pleased to announce that we have partnered with a reputable company called Phasient, which offers on-line internet training. The training is easy and simple to do and will help provide you and your sales teams the necessary tools and information to better sell and promote Wenger products in your territories.

The modules discuss features and benefits of Wenger products, help with techniques for selling Wenger products, review competitive offerings and allow the user to hear, see and interact. A pre-test is required as well as a certification test at the end of each module to help promote learning and memory recall. Printable job aids such as "quick reference guides" are available and 3-D models help illustrate the products in more detail.

Here there are some of the training modules available – there are 10 modules in total:

- Staging Applications
- Instrument Storage Cabinets
- Advanced Instrument Storage Cabinets
- Acoustical Shells (portable)
- Make-Up Stations
- Upper Deck Audience Seating
- Standard Staging

How can you get started?! Wenger will provide you with a *log-in name and password* so you can access the Phasient website. Then simply "click on" a module to begin. Each module may take up to 45 minutes to complete, but if you need to do something else, simply log off and pick back up when you are ready. The modules are ready 24/7, any time you are ready to learn more about Wenger!

Wenger will be monitoring the Phasient training activity and request that you and your sales team complete the modules by the end of July.

Your feedback and input on this training is crucial to promoting Wenger!

Thank you in advance for your participation and support.

The Wenger International Distributor Newsletter – June 2010

June marks the halfway point of our fiscal year. Overall, through April and with our estimates for month ending May, Wenger International is trending just 80% of our forecast. We need our partners' help and commitment to close projects! Please let us know how we can assist you – your success is our success.

This newsletter highlights many projects that have recently closed and some of our partners throughout the globe who are supporting and promoting Wenger. Our thanks to all of our partners for your support!

Nancy Wagner, Director International Sales

Yamaha Music Trading Hosts 2010 Japan Band Clinic; Wenger Products Highlighted



On Saturday and Sunday May 15 and 16, Yamaha Music Trading hosted more than 1,000 brass band directors from all over Japan in Hamamatsu City. The band directors attended seminars over the weekend, learning new techniques and instruction.

“By having Wenger products available to test and try, the band directors could see first-hand the Wenger quality”, said Mr. Kazunari Takazawa, YMT’s Deputy General Manager.

Thanks again to the YMT team for their support!

Beijing Shibanghuayi Relocates to New Office



In late March, Wenger’s partner for acoustic shells & performing arts in China moved to a brand new office space in the Chaoyang District in Beijing. The office encompasses part of the 20th floor of a new office complex, with sweeping views of the city. Visitors are greeted by a beautiful waterfall in the lobby.

The photo was taken on May 14 when Mr. Anthony Wang, Wenger’s Senior Buyer and Nancy Wagner visited with Mr. Wu Jianming, General Manager.

ANNOUNCEMENT:

We wish to announce a change to the structure of our international sales organization:

On May 10, Wenger closed our Beijing Representative Office.

Wenger opened the Representative Office in 2005 with the charter to increase our exposure to the China market and to grow sales through our distribution and end-users. Although we made great strides in building the Wenger brand in China, we have not experienced the sustained sales growth required to maintain an office.

This in no way affects Wenger’s strong & continued commitment to our China partners and customers. It is our utmost intention to continue to provide value-added products & services in China for which Wenger Corporation is unique.

Thank you for your understanding & support.

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