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## **SUMMER 2010 NEWSLETTER**

**FROM THE U.K.'s LARGEST SUPPLIER OF VIOLIN FAMILY PRODUCTS**

10<sup>th</sup> May 2010

As I write, we still await the result of the General Election, which hopefully will stabilise the UK £ and thus prices of all imported goods. At the moment with the financial disaster that is the Eurozone and the mess that we see the UK finances in, it seems difficult to imagine a time when we can find it economically sensible to re-issue our Catalogue. I am so pleased that we stopped the printers before they started on our last one, because as it transpired it would have had prices between 25% to 40% too low, before it had even reached your doormat, which would have done our credibility no good whatsoever.

Until 2008/9, prices had remained relatively stable, and we were often able to reprint a catalogue with the only changes being to include new stock items, or remove obsolete stock. Sadly this is no longer the case. We have been sending out to customers our Draft Updated Catalogue, which we print 'in house'. This we are currently amending every couple of weeks or so just to keep abreast with actual prices. We are attempting as far as we are able to absorb the small increases, but there has to come a time when it becomes inevitable that we must increase the price. In fact one of our suppliers was visiting us a few weeks ago, looked at our Draft Catalogue and advised us that we really needed to look at our prices of KUN shoulder rests as the Canadian\$ is out performing all currencies, and our prices were way too low. I have to say that by shopping around our different suppliers, we are still holding the old price, but it highlights how hard it is to be sure that we can offer the most competitive prices. Royal Mail, as you will know have again increased their prices above the rate of inflation, causing a real headache to all Mail Order type companies. As the size and thickness of the package are the predominant area of concern, our postal charges may seem quite high, but we cannot compromise the packaging without possible damage to the contents of your parcel/packet. Please bear with us, we keep trying to find alternatives, and are on many occasions opting to use Couriers Bags rather than Royal Mail to be more competitive.

As always, we try to be able to offer some special limited period discounts, and this Summer is no exception, except that on this occasion we have **TWO** areas of special discounts.

### **1st Special Offer**

Purchasing new Instruments and Bows is of course usually your major expense, and whilst we still have good stocks of instruments, and many, many bows, the prices are beginning to creep up. We never re-price existing stock, as we feel that that is unfair and immoral, but we hold the price until new stocks arrive. To that end, we have in fact tried where possible to hold off of further purchases of new instruments, except where we actually run out, on the hope that the UK £ will improve against the Euro and US \$. We are extending the

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special offer started last Autumn of a discount of 10% on certain better instruments and Bows. This discount will vary according to what type of instrument and bow, rather than to value, as it is based largely on current stock holding, so the faster moving instruments and bows will probably be exempt. Please enquire though, and we can let you know the state of play. In particular, I can say that the super Gewa Maestro range of violins; the amazing Hidersine Veracini violin, Bridge Cellos and Antoni Symphonique Violins are included.

Also most of the better Violin, Viola and Cello bows are included. Regrettably the high turnover of the student quality bows precludes their inclusion.

Please quote "SPECIAL INSTRUMENT WEB OFFER" when phoning us.

## 2<sup>nd</sup> Special Offer Our Second really special offer, is regrettably only for Violin Players

**Thomastik Dominant Violin Strings** have long been the most popular strings, selling far and above all of the competition added together. To this end, when we were offered a really special price, we jumped at it, and now can offer a really special price on Full size Violin Thomastik Dominant 130 Sets. Our current catalogue price is £38.56, well below the RRP of £44.45. We are now offering for Web Sale only Dominant 130 Medium Sets (that is the Wound E sets) for only £35 ALMOST £10 BELOW RRP!

Please bear in mind it is for medium sets, and with the Wound E Ball only.

P & P for up to 2 sets is £1.20, after that it depends how thick and heavy the package is, but generally I would say that 4 sets would be £1.80ish because the package is too thick to go as a Large letter, and has to go as a Packet. As always all orders are sent 1<sup>st</sup> Class.

We are not restricting you to any limit on the number of sets you can order, and as Nylon cored strings correctly stored have a long shelf life, it might be wise to purchase more than 1 set.

Note: no further discounts can be applied

Please quote "SPECIAL DOMINANT WEB OFFER" when phoning us.

Remember that we are always pleased to welcome you to try out our instruments in our trying out rooms, but please, during this busy period in particular, please phone before coming to ensure that we can accommodate you at the time you require. We like to be able to give you our full attention. We will also try to be available on some Saturdays, but this is STRICTLY BY APPOINTMENT.

As on January 1<sup>st</sup> VAT reverted to 17½% we **SHOULD** have increased **ALL** of our prices by 2½%. You will I am sure see that in fact we didn't, we have absorbed it. However this cannot continue for long, so please bear that in mind when considering your purchases

We will of course consider part exchanges, but we always reserve the right to decline if we feel that we have enough instruments in that price range. Of course if your previous instrument came from us, then we will of course honour our usual part exchange guarantees.

As always our Updated Draft Catalogue is available to download, and print out if you so wish, and we will of course always try to keep it up to date, and in any case honour any prices listed there or on the Website itself, which should be always current.

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