AND THE WINNERS ARE...
SABIAN announces Cymbal Vote Winners at NAMM Show

Throughout September and October, drummers from around the world cast their votes to ensure their favourite cymbals made the final podium for the 2013 Cymbal Vote. The wait is over – the winners are in!

Taking the podium as the 2013 NAMM show kicked off, SABIAN President Andy Zildjian made the official announcement. The new SABIAN cymbal models for 2013 are the AAX X-Plosion Hats, AA Bash Ride, AAX Freq Crash and AAX Air Splash!

Available in 14” and 16” models, the AAX X-Plosion Hats incorporate award-winning Sabian X-Plosion Crash design into an incredibly versatile set of Hats. The stage-eating AA Bash Ride will launch as both a 21” and a HUGE 24” model, in both natural and brilliant finish. Also available in a pair of sizes, the AAX Air Splash will be on sale as 8” and 10” sizes in natural and brilliant finish. And last, the innovative and popular 18” AAX Freq Crash is a fast, explosive model available in natural finish only.

With Cymbal Vote, SABIAN is the first major music manufacturer to allow its customers to choose their annual product offering.

For full descriptions and video of the 4 winning cymbal models, please visit www.CymbalVote.com.
SABIAN ANNOUNCES NEW DISTRIBUTOR IN AUSTRALIA

SABIAN is pleased to announce the appointment of the Australis Music Group as the exclusive distributor of Sabian Cymbals and Accessories in Australia, as of March 2013. Australis Music Group is one of Australia’s largest musical instrument distributors, actively engaged with more than 90% of all music stores in the country, as well as stores in the Pacific Islands. Established in 1973, Australis represents a wide range of magnificent brands like Ibanez, Tama and Laney.

“Australia is a very important market for us,” emphasizes Sabian VP of Sales Peter Stairs. “The partnership with Australis will be a great boost to our brand. In addition to having a large footprint with the Australian music dealers, they have a young, energetic sales and marketing team, many of whom are active drummers. Everyone at Sabian is very excited to welcome them into our family of world wide distributors”

“Our mission is to be a high performance organization of complimentary MI brands that can command a top position in their respective market segments. We are proud to represent Sabian as a brand to grow with us in the decades ahead,” comments Australis Music Group CEO Trevor Morrow.

Established in 1973 by the late Peter Hayward, Australis has its corporate and warehouse headquarters in Sydney, Australia.
SABIAN DEVELOPS ADVANCED LOCALIZED SITE BUILDER FOR DISTRIBUTOR BASE

The first manufacturer in the drum industry to do so, SABIAN has developed the advanced technology required to allow the company’s distributor base to create real-time translated versions of the SABIAN website. Essentially, each time SABIAN adds a product, news item or artist, international distributors get immediate access to the content, ready to translate and post.

The technology was launched on the Musik & Technik SABIAN website, the company’s German distributor. SABIAN.de launched in March 2012 providing M&T with an unprecedented level of brand consistency. In addition, if a German customer visits SABIAN.com, they are automatically pushed to the German website, SABIAN.de.

“The ever-growing importance for brands to stay consistent globally was behind this initiative,” says SABIAN VP Marketing Stacey Montgomery-Clark. “As a result, we are making a substantial investment in this area.”

“Since launching SABIAN.de in March 2012, we are able to promote SABIAN global campaigns in a much more efficient, effective and personalized way than ever before,” comments M&T Marketing Director Michael Lange. “With the new Content Management System, it’s very easy to add and edit products, artist info and local news. This system is fast, flexible and the integration for our Google dealer web search runs smoothly.”
SABIAN INTRODUCES PREMIUM LEATHER CYMBAL STRAPS IN 2013

Designed in response to requests from orchestral and marching percussion endorsers around the world, SABIAN has announced the addition of Premium Leather Cymbal Straps. Made from top grain leather and considerably thicker than current cymbal strap offerings, the premium straps have been designed to fill the needs of the world’s top percussionists. The ends are tapered to fit through the cymbal and have been branded on both sides of the straps for percussionists who prefer to play with the rough side out.

“With the addition of these premium cymbal straps, we can say with confidence that we carry straps for players at all levels, and at all price points,” says SABIAN Director of Education Nick Petrella.

The new SABIAN Premium Leather Cymbal Straps are available now from the finest music retailers.

PRODUCT INFORMATION

Model: Premium Leather Cymbal Straps  
SKU #: 61002X

For more information, please visit www.sabian.com.
SABIAN LAUNCHES JOJO MAYER HOOP CRASHER  
ONLINE BUZZ GREETS HIGHLY-ANTICIPATED RELEASE!

Fans of Jojo Mayer could certainly be excused if they had grown impatient with the long release time for this latest design collaboration between the groundbreaking artist and SABIAN. Close to 3 years of research and development went into the Hoop Crasher, but prototypes of the popular effects cymbal have been played by Jojo at his sold-out clinics throughout this time period, not to mention by other SABIAN artists who ended up with the popular device in their cymbal bags after a visit to the factory!

Designed by Jojo Mayer, this dual-ring effects device offers unmatched versatility and a massive palette of sound. Manufactured from a set of premium B20 Bronze hi-hats – the top flotation ring is punched with 32 holes for lightness and lift, while the heavier bottom ring is designed with an X-Celerator Air-Wave lip to eliminate airlock and minimize contact area with the snare head.

Attached by a pair of cotter pins, the two rings can be played free by simply removing the pins, allowing more flotation and lift of the top ring. For even more sound possibilities, the Hoop Crasher can be placed on a snare loose, or tightened down with a trio of adjustable tension clamps. By adjusting the pressure of the clamps, the sustain is also affected. This allows the player to dial in long sounds, as used in a dubstep tempo for instance, or shorter, tighter sounds.

It will quickly become evident that a primary advantage of using the Hoop Crasher over any other device you place on a snare is that you can actually play the snare drum and not change its sound. This allows you to bring in the effect of the Hoop Crasher whenever you need it, ideal for playing subdivisions.

Commented Jojo Mayer: “In my ongoing search for snare drum sounds that assimilate modern electronic production sounds, I’ve been modifying my snare drum by means of acoustic embellishments, rather than electronic triggering. To achieve these effects, I’ve tried many things on my snare drums over the years: broken cymbals, pieces of metal, even ashtrays. Although to a certain extent I’ve had some good results along the way, I was never able to achieve anything reliable enough to give me a consistent sound each time I played. So after many years of research and testing, Mark Love from SABIAN and I developed this device we named the Hoop Crasher.”

“We’ve been working on this very unique device for some time,” says SABIAN’s Mark Love. “Jojo has been playing Hoop Crasher prototypes for years, and we’re constantly asked by drummers when they will be available for purchase. So we’re very happy to announce this launch and very proud to have worked together with Jojo on yet another very innovative instrument.”

Of course, the Hoop Crasher’s versatility is not limited to the snare drum. It works equally well on both floor toms and rack toms, and using it on rides, crashes and even hi-hats adds massive colour to cymbal sounds.

PRODUCT INFORMATION

Model: 14" Hoop Crasher  
SKU #: HC-14  
Metal: B20 Bronze
SABIAN LIVE WILL ROCK WINTER NAMM 2013!
The Show’s Best Party returns to the Sheraton Park Hotel

SABIAN LIVE returns to the Sheraton Park Hotel at the Anaheim Resort on Friday, January 25, 7-PM, in the Park Ballroom. SABIAN LIVE is the “must-attend” party at NAMM, and a quick look at the line-up makes it easy to see why.

Ray Luzier of Korn with George Lynch and Billy Sheehan
The Korn drummer brings a scorching rock show to the party featuring the legendary talent of George Lynch on guitar and Billy Sheehan on bass.

Alex Acuña and the Unknowns
The legendary and seminal artist (Weather Report, Elvis, and many, many more…) brings a stellar Latin line-up to the 2013 show – not to be missed!

Chris Dave and the Drumhedz
One of the brightest new stars is known for his work with Maxwell, D’Angelo, Adele, Meshell Ndegeocello and Robert Glasper. Once in a great while there is a performer that comes along and changes our perspective. Chris Dave is one of those artists.

“The NAMM audience is unique,” says Chris Stankee, SABIAN Artist Relations Manager. “They appreciate all styles of music. Our goal for SABIAN Live has always been to bring them world renowned talent while introducing the next generation of rising stars. It’s a great chance to see the world’s best drummers take the stage in a unique blend you won’t find anywhere else.”

“SABIAN LIVE provides us with an opportunity to give back to our dealers and show our appreciation and support for all they do for us throughout the year,” adds Stacey Montgomery-Clark, SABIAN Vice President of Marketing.

SABIAN LIVE is free, open to all badge holders, and only steps from the convention center.

Where: Sheraton Park Hotel at the Anaheim Resort, Park Plaza Ballroom; 1855 S. Harbor Blvd. Anaheim, CA 92802

When: Friday January 25, 2013; 7:00-PM – Midnight

SABIAN LIVE is presented by KMC MUSIC and DW DRUMS and our friends at REMO, AUDIX, GON BOPS, PRO MARK, EVANS, VIC FIRTH, GRETSCH, GIBRALTAR, LP & TOCA.
SABIAN OPENS FACTORY MUSEUM TO CELEBRATE 30-YEAR HISTORY

As part of its year-long 30th Anniversary celebration, SABIAN has opened a Museum at its factory in Meductic, NB. Designed to house artifacts, awards and memorabilia from the past 30 years, the Museum will serve as a great introduction to the cymbal-maker’s history for factory visitors and employees. The museum also features important photographic records of the factory’s past. The wonderful photographs in the gallery capture an era that extends back to the 1970’s and show the very first Artisans at work in the factory, using traditional manufacturing processes still used today.

"It’s easy for important moments in any company’s history to be forgotten as time passes, so it was important for us to start the process of archiving those moments now," says Manager of Canadian Sales & Artist Relations Terry Ryan, who headed up the museum committee. "In our case, the history of the factory is very closely tied to the history of the community. We have families who at this point have had three generations working at SABIAN."

The Museum will be open year-round during factory hours. For information on a tour of the SABIAN Factory and a visit to the Museum, please call 506-272-2019.
SABIAN VP NORT HARGROVE MARKS 40 YEARS OF CYMBAL-MAKING

SABIAN Ltd. is pleased to announce the 40th anniversary of Manufacturing VP Nort Hargrove as a cymbal-maker. Hargrove has been a member of the SABIAN team since its inception in 1982 – and has worked at the Meductic, NB cymbal factory since 1971. A major proponent of the company’s innovative cymbal making program, Nort has played a key role in the development of Sabian’s innovative and diverse product range, spearheading such initiatives as the innovative AAX, HHX and Signature series. He has been behind many of the developments in cymbal making and is widely regarded as one of the world’s leading authorities in the design and manufacture of cymbals.

A testament to Hargrove’s vast cymbal knowledge is the long list of top artists who have relied on his skill and advice over the years, including Terry Bozzio, Chester Thompson, Neil Peart and Chris Lamb of the New York Philharmonic. In truth, anyone who plays a SABIAN cymbal benefits from Hargrove’s vast knowledge of the craft.

“In our industry of acoustic instruments, I strongly believe that if you forget how to make it by hand, you won’t be in business long,” says Hargrove. “We worked on the ovens, we hand hammered, we learned to do it all. Back then there were no positions -- we were all taught everything about making cymbals, and we all did everything. And today, we want to ensure that if you’re spending a dollar on a SABIAN product, you’re getting the best there is -- and we’ll look after you, even outside of warranty. No one else does that, because know one else knows how.”

Nort Hargrove works at the SABIAN corporate office and manufacturing facility in Meductic, New Brunswick, Canada.
SABIAN WELCOMES EDUCATIONAL SALES SPECIALIST TO USA SALES TEAM

SABIAN is pleased to announce the hiring of US Educational Sales Specialist Ryan Wear. Wear, who began playing percussion at the age of 10, has arranged and instructed several high school drumlines in the Kansas City and South Bend, Indiana area. He has also performed with the Kansas City Chiefs Drumline, and in 2002 he aged-out with the Colts Drum and Bugle corps as a member of the tenor line.

Wear’s sales career in the MI industry began at Meyer Music in Overland Park, KS. At Meyer Music, Ryan focused on band/orchestral and piano sales. In 2010, he made moved to Elkhart, Indiana to work for Conn-Selmer as the product manager for student and proprietary products. In addition to his work with the Soloist line, he also managed the award-winning Jiggs pBone plastic trombone brand in the United States.

Ryan, who currently lives in Richmond VA, is excited to be a part of the Sabian team. “SABIAN cymbals have always represented top quality and sound. I feel blessed to represent the brand that I have personally trusted for years.”

“We’re very happy to have Ryan join our team,” commented SABIAN Director of Education Nick Petrella. “He brings a wealth of sales experience to SABIAN, and we’re confident he will expand our reach into the US Educational market.”
SABIAN’S PETER STAIRS CELEBRATES 30 YEAR ANNIVERSARY

SABIAN is pleased to mark the 30-year anniversary of Peter Stairs as an employee. Stairs joined in 1982 as a cymbal tester before transferring to customer service in 1989. He has since served as Canadian Artist Relations Manager, Manager of Canadian Sales, Director of Sales – and his current position, VP of Sales.

Stairs brings a deep knowledge of cymbal making to his role. Having been with SABIAN since day one, Stairs was there during the crucial start-up era when all employees learned every single part of the business. As a result, a typical work day would involve testing cymbals, picking them, stamping them with logo, packing them, and shipping to the customer!

As a well-known drummer in the Woodstock, NB area at the time, Stairs reminisces about a phone call from what was then a brand new SABIAN cymbal company, asking if he wanted to be a cymbal tester. “So I asked probably the stupidest question I’ve ever asked in my life – what’s a cymbal tester?” laughs Stairs.

Stairs adds: “The past 30 years at SABIAN have flown by very quickly. I’m grateful for all the wonderful experiences and opportunities that working at Sabian have provided, and I consider myself truly very fortunate to be associated with such a great company.”

Stairs oversees global sales activity for SABIAN, including the major trade regions of North America, Europe/Africa, Latin America, and the Asia/Pacific region. He supervises an international sales and management staff while working closely with a vast SABIAN international distributor network.