

supplier spotlight

Perri's Leathers Ltd.

by Katie VanSlack

What once was a family business manufacturer of belts has become one of Canada's best-established manufacturers of guitar straps, Perri's Leathers Ltd.

In 1998 Anthony Perri made the transition and opened Perri's Leathers with a goal, "to sell as much product as possible and supply musicians with cost-effective products." He says that this goal is definitely the same today. Perri's Leathers manufactures over 400 different guitar and bass straps, as well as saxophone and mandolin straps. "The majority of our business is guitar straps." They also distribute the Perri's Leathers line of guitar and drum gig bags and key chains that are imported from China. He says on the Web site, www.perris.ca, "We guarantee unbeatable prices on nylon guitar straps."

The company is located in Concord, ON, just outside Toronto, on the northern edge of the Greater Toronto Area. This location helps the company to service Canada's largest population centre: Southern Ontario.

Perri is the President and sole founder of Perri's Leathers that today employs 16 people. There are also four sales reps in the US of which are based in California, New York, Florida and Texas. He says that the employees contribute to the company's goal by being productive during their eight-hour shifts. "We also have a graphic designer that has been a big part of our success of the business. They come up with really crazy ideas." He adds that they achieve their goals by, "Being here when it is busy and working as late as we have to in order to finish orders and be on time with schedules."

Although most of the creative ideas do stem from the graphic designer, Perri says that they also get a lot of ideas from the consumers and the retail stores. "We would hear from stores and what they are requesting and from certain kinds of scholars. And then we would call our graphic guy and say, 'Okay, we need something like this...'"

Over the years the creative designs on the guitar straps have definitely helped grow the company. They started with just two employees



and now have a small family of 16. "It's definitely grown," he says, "I believe because our product is priced right and our straps are affordable to any musician playing the instruments. So I think that has been a key thing. We are a family operated business taking pride in giving our customers the best quality service."

The variety of guitar straps that are available include full air brushed straps, partially air brushed straps, 2" polyester straps with heat transferred designs on both sides, 2" animal prints, 2" fancy straps, 2.5" metallic straps, 2" nylon straps with weaved lettering, 2.5" leather straps with fabrics, 2.5" leather cool straps, real seatbelt straps, 2.5" leather straps, 2.5" snake skin straps, assorted poly straps, 2" nylon straps with suede ends, embossed straps, bungee straps, nylon straps with padding, pick pocket straps, 2.5" fabric pad straps with nylon and leather ends, 2" nylon straps with fabric, elite series straps, 2.5" soft padded leather straps, new embossed straps, the original series of straps, 2.5" regular leather straps, 3.5" wide fabric pad with 2.5" wide adjustable leather straps, 2" soft padded leather straps, soft suede straps, silk screen straps, famous straps, sheep skin/vintage/conchos straps, the bass player straps, nylon

guitar straps, vintage guitar straps and 2" nylon with lighting guitar straps. Perri's Leathers also manufactures banjo straps, padded accordion straps, designer fabric saxophone straps, saxophone straps and leather pick key chains.

The types of gig bags that Perri's Leathers manufactures includes leather drum stick bags, nylon stick bags, guitar gig bags, mixer bags, banjo gig bags, five piece drum bag standard set, leather snare drum gig bags, drum stick gig bags, cymbal gig bags, keyboard gig bags and saxophone trumpet gig bags.

Perri says that they hope to one day be the biggest guitar strap manufacturer out on the market. "And we feel that what we're doing is on the right track and we have unique guitar straps, that no other guitar strap company has. Like our air brushing guitar straps we specialize in and there's nobody out there that has anything like that. So we feel like our uniqueness will keep the company growing."

Katie VanSlack is Editorial Assistant for Canadian Music Trade.