

Perri's world of leather

What do you do when your rock 'n' roll dreams die? If you're Anthony Perri, you set up a business manufacturing leather guitar straps, take the US by storm and then head for the UK

AS WITH MANY of us in the world of MI, the realisation that we are probably not going to make it as professional musicians is a difficult one to deal with. And most of us come to the conclusion that working in and around musical instruments is a good substitute for fame and glory.

Such is the story of Anthony Perri from Concord, Ontario, who

set up Perri's Leathers in 1998. "Knowing that I could never make it in such a tough industry, I put my thoughts together and brainstormed ideas on how I could have a career that still involved the music industry," said Perri. "I came up with the idea of leather guitar straps. I felt that I could offer the public something special by creating unique designs that companies have never seen before." And with the help of family and friends, that is exactly what he did.

In another time honoured fashion, once Perri had designed and made his first straps, the next job was to get out to the dealers and find some people to sell them. "At first it was very difficult to persuade stores to sell our products but once they saw our pricing and distinctive



PERRI (AND MRS PERRI): Into leather in a big way

designs, it was very easy to get the ball rolling," he explained.

The company now sells its distinctive guitar straps in many retail stores around the world, with the help of major retail chains, like Guitar Center. The

company now employs some 21 staff, but is still looking to grow.

One of the company's main targets is to establish a dealer network in the UK.

PERRIS LEATHERS: +1 905-761-8549.

Sutherland offers new Burns units

SUTHERLAND TRADING will use the BMF to give dealers hands-on time with new Sonic and Jet-Sonic models, as well as new Stonebridge acoustics by Frantisek Furch making their first UK appearance.

Crafter Slim Arch guitars are, Sutherland claims, 'so individual that they have no price competition', while the new Sonor drum sticks, handmade in America, are all at "good prices with great profits".

The firm is also giving a world premier to the new Bosphorus effect cymbal and two new Farfisa keyboards that are unlikely to find discounted. So, you can still make profit in this market.

One last tip from Sutherland, if you see the new Black Pearl amps from Genz Benz, it'll cost you money because you'll want one. **SUTHERLAND: 029 2088 7333**

"Once retail saw our designs and our pricing they were on board."

Panic, TC!



Panic Music Services

PANIC MUSIC SERVICES has been appointed sole UK service centre and spares distributor for Danish manufacturer TC Electronic with immediate effect.

It is added to other prestigious manufactures including, Novation, Ampeg, Crate, Mackie, General Music, Lem, Engl, THD, PJB and Allen & Heath. **PANIC: 01954 231348**

Shure goes for Performance

SHURE Distribution, the only dedicated mic manufacturer at BMF, is launching the Performance Gear wireless systems, which with RRP's starting at £215, Shure expects considerable interest.

The four packages, headworn, instrument, vocal and lavalier are all available in single or dual channel versions. **SHURE: 020 8808 2222**

www.mi-pro.co.uk

Bigging up Retail Up

AMONG the new exhibitors at the BMF this year will be Retail Up, a new Internet developer that is attempting to create websites and web based communities aimed at helping the independent MI retailer by increasing its online presence as well as underlining the concept that a bricks and mortar shop is essential.

Retail Up has been enjoying some success in the US and is hoping to repeat that in the UK.

The basic concept is the establishment of an individually tailored website for each store, that can be used in the shop as a browsable catalogue, or remotely as a



shopping or information source. Shops can upload their entire inventory onto the site

as well as links to equipment or sheet music sources from hundreds of suppliers.

The business was set up by Bee Bantug, a marketing and advertising strategist who adopted the use of the Internet back in its infancy as an ideal way of optimising business, and Gordon O'Hara, a financial marketing expert.

Between them, they are convinced that they can establish a network of retailers and suppliers that can create a level playing field for the independents struggling to cope with the onslaught of e-tailers and multiples. **RETAIL UP: 01903 222684**

Sound Tech's Red alert

SOUND Technology stand will be seeing red this year – in the shape of the latest in Digitech's Artist series of footpedals, the Brian May Red Special.

The expression pedal contains

models of seven classic Brian May sounds, with 14 variations, the pedal enables players to sound like the Queen axe man from a massive variety of the band's hit songs. Whether it is *We Will Rock You* or *Bohemian Rhapsody* the guitarist is after, it is all here.

The pedal was developed by Eddie Kramer, senior production modelling consultant (and world-class recording engineer) together with Brian May, modeling the sounds with May's own gear. The pedal also includes a proprietary guitar knob that re-voices your guitar to sound like Brian's legendary Red Special's Burns Tri-Sonic pickups. **SOUND TECH: 01462 480000**



DISTRIBUTED LINES

HEADLINE: 01223 874301
PRS, Damage Control

SOUND TECHNOLOGY: 01462 480000

Apple Logic, Digitech, Fishman, Hartke, Music Key, Parker, Samson, SSL Duende, Taylor, TL Audio, Washburn

MUSIC SALES:

Wise, Hal Leonard, Campbell Connelly, The Sparta Florida Music Group, Bosworth & Co., Chester Music, Novello & Company, J. Curwen & Sons, G Schirmer, Edition Wilhelm Hansen and Unión Musical Ediciones

PERRI'S LEATHERS:

+1 905 761 8549
Perri's instrument straps

SHURE: 020 8808 2222

Shure, Phonic, QSC, Sound Devices

KEYNOTE MUSIC:

+353 1 456 9533
Distributes a variety of lines for Ireland, as well as for the UK and Ireland

PANIC MUSIC: 0 1954 231348

Exclusive service for the UK for Ampeg, Novation, TC Electronic, General Music, Crate, PJB, Engl, TC Helicon, THD. European service for Novation, Allen & Heath