



**Electronic GmbH**  
**Pickups & Guitarparts**

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## Press release

Postbauer-Heng, April 3, 2010

### New website for Schaller

#### The whole world of Schaller is just a click away

Take a moment to put down your guitar and pick up your computer mouse, and then sample the delights of Schaller's extraordinary new website, which proudly displays the wide range of technical advantages available to customers around the world from Schaller, the company already recognized as the music industry's leading innovator.

A clear online entrance portal in a completely new, elegant design now welcomes our customers, from which they can find any information they need at the touch of a button.

A particularly user-friendly feature is Schaller's extensive product catalog, which can now be accessed directly. State-of-the-art slide technology means that the customer can view all products, complete with images and descriptions, without even having to click; a single click on the selected product then gives the customer an overview of all information on that product, clearly arranged in different tabs.

Everything from technical drawings, installation instructions, wiring diagrams and high-quality images which illustrate and explain each product is available for our customers to use; in short, everything you need to make your Schaller products – and thus your instrument – more enjoyable.

"Our new website is a precise reflection of our company's strategy of quality, innovation and service", explains the company's managing director, Dr. Lars Bünning. "We're particularly proud of the very intuitive navigation method, which speeds things up perfectly and is thus a real advantage for our customers. The aim was to let people surf in the fast lane", he continues.

In addition to interesting information on the Schaller company, our customers can also find a range of services, dealer directories, Schaller's "Pickup finder" tool, the Schaller Club, all of Schaller's news and much more.

Discover the fascinating online world of Schaller at [www.schaller-electronic.com](http://www.schaller-electronic.com).



Dr. Lars Bünning  
Managing Director and owner

**[www.schaller-electronic.com](http://www.schaller-electronic.com)**

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