



**The Original Innovators**

Postbauer-Heng, September 23, 2008

## **Press Release**

The new 2009 Schaller calendar is here!

Schaller's new 2009 calendar is now available, well before the last pages of the 2008 calendar have been torn off. This year's calendar is characterized by the brand new, innovative "Hannes" guitar bridge, expertly displayed on a fantastic guitar, brilliantly photographed and printed in the exceptional quality that is characteristic of Schaller.

Each month's page again boasts humorous, sometimes bizarre and comical, illustrated stories, with which Schaller addresses such subjects as the Schaller service, the Schaller cult and Schaller quality. And Schaller is not above taking a self-critical look at issues such as long delivery times either.

Based on the success of the previous calendar – which came as a surprise even for Schaller - 2,000 calendars have been printed this time for all interested musicians and Schaller fans.

This special collector's item is available in 60x40cm format and can be ordered right away via the Schaller internet site at [www.schaller-electronic.com](http://www.schaller-electronic.com) at the cost price of EUR 20.00 plus shipping and handling.

I would be most appreciative if you would include a report on this in your next issue. I will be happy to make all of the calendar images available to you in PDF format. Please simply let me know, via e-mail to [lars.buenning@schaller-electronic.com](mailto:lars.buenning@schaller-electronic.com), which images you would like to receive.

Yours sincerely,

Dr. Lars Bünning  
Managing Director