



Electronic GmbH
Pickups & Guitarparts

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Press release

Postbauer-Heng, September 1, 2010

Better service for our customers

New business concept for our customers in Italy, Switzerland, Austria and Poland.

Schaller and GEWA to continue their successful partnership New era begins September 1, 2010

Schaller is now implementing its new business concept in Italy, Switzerland, Austria and Poland. In the past, some of our customers haven't been able to get Schaller products at all, or had to wait a long time for delivery because our wholesalers didn't carry all products and didn't keep enough in stock. All that is about to change! The new concept will ensure that our wholesalers:

1. Offer our customers all Schaller products and
2. Keep sufficient quantities of all Schaller products in stock at all times.

These two things will ensure that deliveries to retailers, guitar-builders and customers can be made within just a few days.

We have once again selected GEWA (www.gewamusic.com) to be our business partner, following the success of previous cooperation with them. All Schaller products have been stockpiled – now we're ready to go!

The special Schaller sections in the GEWA catalog and on the GEWA website have been translated into the respective countries' languages, allowing each customer to get acquainted with Schaller's wide range of products in their own language.

"As part of our "Quality, Innovation and Service" strategy, this new expansion of our business concept is allowing us to further consolidate the third pillar – **Service** – by making all Schaller products immediately available to every customer for the first time in all the years we have been in business" states Dr. Lars Bünning, Managing Director and owner of Schaller Electronic GmbH.



Dr. Lars Bünning
Managing Director and owner

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HypoVereinsbank Feucht (BLZ 760 200 70) 1900129 404

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