

SABIAN CYMBAL SETS GET NEW CARTON DESIGN

New Packaging Increases Sales Punch at Point of Purchase

MEDUCTIC, Canada (June 14, 2007) – SABIAN announced today that they have launched all-new packaging for their ‘Sonically Matched’ cymbal sets. Not only has the award-winning company opted for a strikingly vibrant ‘red’ design that is consistent across all the cartons, it has introduced a new labeling system whereby the content-related graphics on the cartons can be updated to meet changing times or market needs. These new graphics include detailed cymbal images for the Hand Hammered, HHX, AAX, and AA, series cartons as well as player performance shots for Xs20, B8 Pro, and B8 labeling.

Commented SABIAN’s Director of Marketing, Stacey Montgomery-Clark: “This is a bold packaging statement, one designed to enable SABIAN to keep its packaging fresh, vibrant, and market-relevant. Not only does it fit with our new, red Vault in-store display units, it makes a bold presence in any retail setting. This innovative new labeling concept allows us the flexibility to update graphics on a regular or as-need basis. These cartons can, at any time, be more relevant than any other packaging currently in the market.”



SABIAN originally introduced the pre-packaged cymbal set concept with its budget-priced B8 lines. This was followed by the launch of premium Hand Hammered, HHX, AA, and AAX packages. ‘Sonically Matched’ – matching sets for optimum performance compatibility – was another SABIAN first. With the new packaging SABIAN also highlights the Modern and Vintage classification of its various cymbal lines.

“The industry,” adds Montgomery-Clark, “has designed its packaging around the SABIAN concept. This new packaging is a sign that SABIAN has once again taken the lead.”

In keeping with company philosophy, ‘Sonically Matched’ cymbal cartons and labeling – like all metal material used in the SABIAN cymbal production process – are fully recyclable.