

Newsletter February 2009

SCALERAIL takes the stand at NAMM

In January Jeremy, Karen, and Paul travelled to Los Angeles to exhibit SCALERAIL at the world's largest music industry trade fair – the NAMM Show.



The NAMM Show is one of the most important world music industry gatherings of the year. NAMM is the trade association of the international music products industry and the annual show takes place at the prestigious Anaheim Convention Centre in California each January and attracts exhibitors and visitors from all over the world.



Jeremy and Karen on the stand

At the close of the show this year NAMM reported a total of 85,799 registrants including 1,505 exhibitors at the four-day event.

The high-energy event featured performances by Yamaha artist Alicia Keys, who launched a new product line at the show, Brian Wilson of the Beach Boys, and Billy Bob Thornton & the Boxmasters. Celebrity appearances included Gene Simmons, who offered retailers marketing advice at the opening "Breakfast of Champions" NAMM University session, and Steve Vai, who launched a new amplifier with Carvin. Many of the world's top piano manufacturers were exhibiting their instruments including Fazioli, Bechstein, Grotrian and Kemble from Europe and major manufacturers from USA, Japan and China.

The trade-only event featured more than 1,500 manufacturers' exhibits with many



product launches that gathered crowds to see the newest, most innovative products from all musical categories. Taking its place alongside other industry firsts was SCALERAIL. Our unique product was available for the

world to see on stand 418 and attracted a steady stream of visitors.

Many were interested in the unique concept of the product, and pianists and piano teachers were keen to try it out and discover how SCALERAIL could benefit both themselves and their students. A large number of brochures were handed out; some visitors taking multiple copies to pass on to colleagues who they thought

would be interested to learn about SCALERAIL.

There was also much interest from local and international distributors who were keen to find out more about the product, and many useful business meetings took place. NAMM is the perfect place for networking and meeting the people who drive the industry forward.

ScaleRail Ltd would like to thank Kemble & Co Ltd for lending us a piano to use on our stand. Kemble & Co are the largest piano manufactures in Europe and produce high quality pianos in the UK, many in exotic wood veneers.

Chinese New Year

Jeremy and Karen, as Directors of SCALERAIL Ltd, were guests of UKTI at the Yorkshire & Humber Chinese New Year Dinner 2009 at the Queens Hotel, Leeds. on 29th January.



The dinner was hosted by ConnectChina Ltd in association with The 48 Group Club, known as the 'Icebreakers',

who work towards building trade and other links with China. The evening included the Yorkshire & Humber China Business Awards 2009. The event was sponsored by Yorkshire Forward, UKTI (UK Trade and Investment) and the marketing company Worthington Brown based in Holmfirth, Hangzhou and Suzhou, China.

The keynote speaker was Sir David Brewer, chairman of the China-Britain Business Council and guests included Mr Ni Jian, Consul General, Consulate General of China in Manchester.



SCALERAIL Ltd already has strong connections with China, where SCALERAIL is manufactured. The company made two visits to China last year including an official visit to the factory where SCALERAIL is produced and a four day visit to Music China, an international trade fair for the music industry held each year in Shanghai.



An Evening of Chocolate Heaven

Jeremy and Karen were invited to an evening of Chocolate Heaven at Thomas Danby College. The evening was hosted by Ian and Pauline McCombie of hlw McCombie, a firm of solicitors with offices in Leeds and Sheffield which offers both a full commercial legal service to the region's small to medium enterprises, owner managed businesses and entrepreneurs and also advice to banks and other organisations servicing this market. hlw McCombie has worked closely with SCALERAIL Ltd and provides the legal service for our company.

The event featured master chocolatier Thierry Dumouchel originally from Normandy, but now operating the boulangerie, patisserie and chocolaterie based in Garforth, Leeds. This renowned local company has won national accolades including British Baking Industry and Great Taste awards. Guests were able to make their own chocolate creations and sample Thierry's amazing repertoire of products.

Proceeds from the evening were donated to the Leeds Children's Holiday Camp Association. Led by a board of trustees,

the charity has been supported by the Lady Mayoress of Leeds and Leeds City Council for over 100 years. SCALERAIL was proud to support this event and Jeremy and Karen were also very proud of the chocolate creations they brought home with them!

SCALERAIL LTD



Our company has a unique product – the only product on the market designed to help piano students to master the correct technique required to play brilliant scales and arpeggios.

A New Arrival

Everyone at SCALERAIL Ltd would like to congratulate Tim Flood at Pd-m International Ltd and his partner Cheryl on the arrival of a baby girl weighing 8lb 10oz. Pd-m have worked closely with SCALERAIL Ltd from the inception of the company to develop our product into the professional piece of equipment it is today.

To find out more about SCALERAIL explore our website www.scale-rail.com More detailed enquiries can be made via e-mail – info@scale-rail.com