

## **HOHNER, Inc.**

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## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE** – 18 January 2007

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### **HOHNER TURNS 150 YEARS OLD**

#### **HOHNER KICKS OFF A YEAR LONG CELEBRATION AT WINTER NAMM**

*Richmond, VA* –It’s not your grandfather’s harmonica company anymore. Hohner started manufacturing harmonicas in 1857 in Trossingen Germany. Since then the company has gone on to produce accordions, clavinetts, drums, Orff instruments, toys and distribute many other branded products throughout Germany and the US.

Matthias Hohner began the company in 1857 to produce harmonicas using advanced manufacturing techniques of the time. He went on to produce many other instruments and open subsidiary offices all over the world including the US in 1900 in NY, NY. This early global business has become a major musical instrument manufacturer and distributor worldwide. Still Headquartered in Germany the company’s main export market is the US.

“We are so proud of our German heritage and long Black Forest traditions of making quality musical instruments “ states Clayman B. Edwards, President of Hohner, Inc. , “it is wonderful to begin the worldwide kick-off of the 150<sup>th</sup> Anniversary at Winter NAMM in Anaheim, CA.”

The 150<sup>th</sup> Anniversary celebration in the US will continue throughout 2007 starting at Winter NAMM. “At the NAMM Show, we will debut our 150<sup>th</sup> Anniversary glass body

harmonica and limited edition accordions” states Butch M. Sarma, Marketing Manager, Hohner, Inc. Also, as welcoming gesture to NAMM attendees, we have setup the German Harmonica Museum’s traveling exhibit in Booth 3024 for show attendees to learn more about Hohner’s 150 year tradition. At the Hohner booth #3240 and the Harmonica museum booth, we will be giving away limited edition 150<sup>th</sup> Anniversary harmonicas. In the Spring Hohner will invite the Governor of Virginia to visit the Glen Allen HQ for a special employee concert. Summer NAMM in Austin will be hot with endorser concerts. Fall in Glen Allen the “Hohner factory stage” will open for selected dealers and endorsers. Hohner will again sponsor the National Folk Festival in Richmond and host an “Open House” at our Corona, CA facility. Winter 2007 will bring a photo recap of evens from around the world on the Hohner web site. Consumer and trade ads will see the 150<sup>th</sup> logo displayed and Hohner, inc. web site will be totally revised.

Hohner has manufactured and distributed musical instruments since 1857 and celebrates its 150<sup>th</sup> anniversary in 2007. Its US brands include: Hohner Harmonicas, Accordions, Melodicas, Recorders & Fretted Instruments; Sonor Drums; Remo Drum heads; Rockwood by Hohner Drum & Guitar packs; Laney Amps; Playful Harmonies by Hohner; Musical Toys; accessory bags & cases; Lanikai Ukuleles; Factory Metal; RollingRiser; HARDCASE; Drumat by MAPA; Vater, Vic Firth, Pro-Mark and Innovative Percussion Drumsticks; Sonor Orff musical educational instruments. Hohner, Inc. has offices in Glen Allen, VA and Corona, CA. For Hohner’s US dealer listings, please visit [www.hohnerusa.com](http://www.hohnerusa.com).



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