

WHY GORBY S MUSIC OFFERS PRAMBERGER PIANOS

There is, and has been, enough accelerated change in the piano industry over the past decade to make anyone s head swim. This is no different with many other consumer products, but to rely on what was fact even one year ago in pianos is now probably out of date.

By far, what few people realize, are the following facts:

1. Most European, American and Japanese makers are, or are being, squeezed out of the piano market due to high labor costs. Think of the automotive industry or consumer electronics as comparisons.

2. Joseph Pramberger was Steinway s designer for 29 years before he introduced his own design in a Korean build line of pianos.

3. Steinway now sells both vertical and grand pianos (Boston and Essex brand names) that are made in Japan, Korea and China.

4. Materials, machines and capital (money) can be shipped anywhere in the world.

5. CAD/CAM technology (computer assisted design/computer assisted manufacturing) is available world wide and assures tolerances far greater than hand made. Parts tolerances can now be maintained to an accuracy of one millionth of an inch.

6. By using less expensive labor the average price of a grand piano over the past ten years has fallen slightly over 18% while the average price of a vertical piano has dropped over 13.5%.

7. The acoustic piano is labor intensive to produce. Following are hourly wage rates in traditional piano producing countries:

Germany	\$32.53
USA	\$23.17
Japan	\$21.90
Korea	\$11.52

8. The Pramberger Platinum series is now ranked in quality and sound with the better Japanese pianos and can play as well as even more expensive pianos. Priced competitively by Gorby s we feel they are an outstanding piano and a true value.