

The Sheet

All the news that's fit to print



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Did you know ?

- Chauvet's Summer Specials continue to sizzle, while supplies last!
- You can try most Telex products you've never had before at special discounts? Just ask us about Fuel for the Fire !
- Queen Latifah, a Jersey Girl, uses a Blue mic in her home recording studio.

Call BMG Sales for details
732.294.1890

The News—BMG Sales' Inaugural Newsletter

Welcome to the inaugural edition of the BMG Sales Newsletter !!

This is the first of a regular communication piece between BMG Sales and our dealer base. The purpose is to introduce the company, highlight dealer successes and provide information about manufacturer's and their specific products.

The majority of you know the story and a similar version can be found on our website, www.bmg-sales.com

With almost 20 years of industry experience, Bruce Garry founded BMG Sales as a consulting firm in 2004. The first successful project was in launching the Peavey DJ line of

products. After completing other engagements, Bruce refocused the company as an independent rep. firm.

BMG Sales' first client was Chauvet Lighting. BMG took over a territory that was underperforming and after several months, got it back on track.

The second chapter of our history switched to growth. BMG Sales added lines such as Technical Pro, Wharfedale, Condre and B-52. As additional lines were added, so were employees, in order to achieve our goal of superior customer service.

After a hugely successful LDI show in late 2005 and a great NAMM show in early 2006, BMG Sales submitted a proposal to Telex Communications

to rep the line in the NY/NJ area. BMG was awarded the Telex line in April 2006 for MI and Live Sound in our geographic territory. This fueled the need for additional staff, namely an Office Manager.

BMG Sales is committed to our customers' success. We are available via cellphone or email almost anytime. Several carry BlackBerry devices so that checking email while on the road is easy. As the company expands, BMG is prepared to make the necessary investments to provide Superior Customer Service to our dealers and manufacturers. In the future, this may include things like web based order entry and delivery status, email reminders of technical seminars, Trade Show announcements and more.

We hope you enjoy this inaugural newsletter, learn a thing or two and look forward to the next edition!

El Jefe's Corner

Editor's Note: As some of you know, Bruce's nickname is El Jefe, Spanish for the Chief, the boss or the Big Man. Bruce acquired the name while on assignment in Latin America for Peavey. Because of his commanding presence and unsurpassed leadership skills, the name is a good fit.

Now, in El Jefe's own word... Welcome to the inaugural edition of our newsletter. I'm thrilled to have this additional communication line open to each of you. Adding the Telex family of products to our line card

6 months ago was a great win for BMG Sales and, hopefully, for you, our dealers. As we're trained and continue using the product line, we'll pass our key learnings on to you. Finally, we'll be happy to highlight dealer news in a future column – just contact Nadene in the office with your article ideas. Until the next newsletter...

Turn the volume up, *Bruce*

The Calendar

Sept 17-22 – Telex Training –
Netmax/Iris

Oct 20-22 - LDI, Las Vegas, Nevada –
stay tuned for booth info

Dec 3-7 – Telex Pro Announce
Certified Dealer Academy

Product News from Grundorf

There are a lot of case manufacturers out there, so why choose Grundorf?

The answer is simple. While there are a lot of choices in either Carpet or Flight style cases, only Grundorf makes **custom cases**.

The level of customization is almost infinite. They will make a case for a piece that a mass



manufacturer can't afford to. They will make a case to meet the demanding specifications of a touring or production company. These cases are usually thicker, feature special

locks, hinges etc. Whatever the customer wants.

Take a look at their website, www.grundorf.com, for additional info or simply call BMG with your questions.

Product News from Telex "BLUE"

In 1995 Skipper Wise, a Los Angeles based musician and audiophile teamed up with Martins Saulespuren to start Blue Microphones. Martins is from Latvia. They met in Amsterdam when Skipper was performing on a Dutch TV show. They started to talk and decided to form a company that would make world class microphones as well as offer a restoration service for vintage microphones.

The current line includes models such as the Bottle, Dragonfly, Kiwi, Baby Bottle, Mouse and more. The Blue family of mics is quite extensive; each model has its own unique characteristics. The mics have been used in a variety of settings such as vocal mics, instrument mics and others. A vocalist might prefer the Dragonfly while a guitarist might chose the Kiwi. Someone doing voiceovers for TV or Radio ads might want the the Baby Bottle.

Not only do these mics sound great, they look like works of art!! See for yourself, check out the Blue Microphones website at www.bluemic.com. If you are interested, please call or email BMG Sales for more information.



Product News from Chauvet

Chauvet Lighting, a Florida based lighting company, recently introduced an entire new product family based on LED (Light Emitting Diode) technology. Some of these products recently won awards by Club Systems Magazine as Best New Products for 2005.

The innovation continues at Chauvet with the introduction of the LED ColorBank. The product featured this month, is composed of 4 LEDs each separately controlled via a standard DMX controller. RGB Color mixing is available as well as patterns, chasing and other effects.

The advantages include, better brightness, less heat and of course, less maintenance. On

average, Chauvet's LED's will last 100,000 hours before the LED needs to be replaced. That's over 11 years of continuous operation!!

The piece is shipping now. Call BMG to schedule a demo, visit Chauvet's website, www.chauvetlighting.com, or get your own and be amazed!!



44 Shady Lane
Freehold, NJ 07728

Tel 732.294.1890

Fax 732.845.4945

Email nadene@bmg-salesnj.com

Visit us on the web at:
www.bmg-salesnj.com