

## Product News

### New SONOR "ProLite" Series

**Contact:** Scott Atkins, Product Manager & Artist Relations – Sonor Canada  
(P) 514-459-0141 (E) [scott@sonorcanada.com](mailto:scott@sonorcanada.com)

SONOR, proudly celebrating a 135+ years of tradition & excellence, has announced the launch of several new products, to be introduced at the Winter NAMM Show 2012 in Anaheim, CA, USA

### NEW ProLite Series Snare Drums

The all-new Made in Germany ProLite Series is the peak of Sonor's State-of-the-art "stock" drum line. ProLite offers the famous Vintage Maple shell which became a trademark around the globe with the former "Delite" series, and at the same time, because of its unique, outstanding Sound, it is the top-selling shell construction in Sonor's Flagship Series: SQ<sup>2</sup>.

The new drums within the ProLite series easily adapt to a variety of music genres and applications, be it Recording or Live Performance! Long-time Sonor fans will recognize the "Lite" designation, stemming from the famous SONOR series from decades past. The concept of the new ProLite series incorporates multiple price points determined by the shell surface & lacquering process:

#### Technical Features:

- \* Sonor Vintage Maple Shell w/ Re-Inforcement rings delivers a soft, warm tone with focused low frequencies & well-balanced mids and highs.
- \* Thin shell + Reinforcement Ring for a total of 9 thin layers at the bearing edge.
- \* Maximum strength, perfect rounding, and neutral tuning thanks to SONOR's Cross-Laminated-Tension-Free ("CLTF") manufacturing process.
- \* All NEW Dual Glide System Snare Strainer Mechanism

Snare Sizes & ProLite Finishes Available:

Vintage Maple Shell: 12"x5", 13"x5", 14"x5", 14"x6": *Crème White, Nussbaum, Natural, Brilliant Black, Silver Sparkle, Ruby Red, Ebony White Stripes, Red Tribal, Walnut Brown Burst.*

Steel Shell: 14"x5" with DieCast Hoops or Power Hoops.

Brass Shell: 14"x5", 14"x6" with DieCast or Power Hoops.

The drums are finished with a new Badge Design combining a classic rectangular shape with modern design elements. An newly designed ornamental laser engraved stainless steel washer sits underneath the vent hole rivet - "Handcrafted in Germany - Since 1875"

The new SONOR "ProLite" Series Drums are available at authorized Sonor retail stores in Canada starting spring 2012. For more information check out the SONOR Canada homepage: [www.sonorcanada.com](http://www.sonorcanada.com) to see the latest gear coming in 2012!

Sonor Drums and Percussion is distributed by Coast Music – a division of JAM Industries, 21000 Trans Canada Hwy., Baie D'Urfe, QC H9X 4B7 [www.sonorcanada.com](http://www.sonorcanada.com)