

SONOR DRUMS CANADA ANNOUNCES THE GAVIN HARRISON 'PROTEAN' SIGNATURE SNARE DRUMS

Contact: Scott Atkins, Sales & Product Manager (p) 514-459-0141 (e) scott@sonorcanada.com

SONOR, proudly celebrating a tradition of over 135 years of excellence has announced the launch of Gavin Harrison's 'Protean' Signature Snare Drum to be introduced at Winter NAMM 2013. The Signature Snare will be offered in two sizes, 14" x 5.25" and 12" x 5" and they are made from 6-ply, hand-selected Birch featuring a timeless Silky Black finish which is offset by white underlays between the chrome lugs and the shell. The snares feature special triple-flanged cutaway steel hoops on the resonant side, making SONOR's Dual Glide snare strainer even more versatile as multiple snare wires can be used and exchanged quickly and easily. Another special feature is a set of three newly designed dampening rings that are available in different widths (Light, Medium and Heavy dampening). Any range of overtone dampening can be achieved by using them separately or combined. The development of a set of two special designed 'Protean' tuning keys make the exchange of heads and tuning, easier, faster and more convenient.

Gavin Harrison, arguably one of the world's most famous drummers, has been part of the SONOR family since 2001. "I believe every drummer has an inner voice that they're trying to convey. SONOR drums articulate that inner voice and help me express my true 'drum personality'. SONOR drums speak my language," commented Gavin. Gavin Harrison is based in London and began playing the drums at age 6, influenced by his father, who was a well-established jazz trumpet player. At the age of 19 Gavin began playing sessions in London for a wide array of artists including Sam Brown, Black, Gail Ann Dorsey, Tom Robinson, Dave Stewart and Barbara Gaskin, Heitor Pereira, Eros Ramazzotti and Claudio Baglioni. He also was the touring drummer for bands such as Renaissance, Iggy Pop, Level 42 and Lisa Stansfield. Shortly after joining the SONOR family, Gavin was invited to join the celebrated art rock band Porcupine Tree and has played with them ever since. In 2008 he also became a member of King Crimson. In late 2011, SONOR and Gavin began working on the 'Protean' project with the goal to create a snare drum that is as musically versatile as Gavin himself. The name 'Protean' comes from Greek mythology meaning "versatile" and "diverse." Gavin wanted this snare drum to be a daily workhorse instrument that can be quickly altered to suit any musical situation.

Features:

- **Shell Sizes** - 14" x 5.25" and 12" x 5"
- **Shells** - Hand selected Birch, 6 plies, 6 mm thickness.
- **Hybrid Bearing Edges** - vintage round on top - modern 45 degrees on the bottom.
- **Finish** - The snares feature a timeless Silky Black finish all around, offset by the white shell hardware underlays, the Phonic chrome lugs and the stylish 'Protean' badge.
- **Hoops** - The snares feature S-hoops on the top side, and special cutaway triple flanged steel hoops on the bottom.
- **Snare Strainer** - Gavin loved the benefits of the new Dual Glide Snare System, but took the idea a little further. The cutaway bottom hoop makes the Dual Glide strainer even more versatile, as multiple snare wires can be used and exchanged quickly and tuning the bottom head with the snares off is much easier.

- **Snare Wires** – Gavin designed three special 8 strand snare wire configurations. The standard assembled snare wire is the **“Straight 8”**, which features 8 Stainless Steel strands in center position.
Available in the Premium Edition are:
“EQ” - features 8 Bronze strands off center.
“Spacer” - features 8 Brass strands in different diameter and unique spacing in between the strands.
- **The Lugs** - Gavin's choice of lugs are the vintage Phonic lugs to add 'mass' to the shell whilst eliminating stress from high tension.
- **Drumheads** – The snares are equipped with a Remo USA CS white coated, reverse black dot batter head and a SONOR medium resonance head by Remo USA.
- **Dampening Rings** - Three newly designed dampening rings in different widths (Light, Medium and Heavy dampening). Any range of overtone dampening can be achieved by using them separately or combined.
- **‘Protean’ Tuning Keys** - As a touring Pro, Gavin has to tune and exchange heads on a regular basis. Over the years he developed his own technique, which led to the development of a set of two special designed tuning keys. The ‘Protean’ keys make the exchange of heads and tuning easier, faster and more convenient.
- **Exclusive Packaging** - The Premium Edition includes a unique 'Protean' case, exclusively designed by Gavin, made by Hardcase UK. The case contains the ‘EQ’ and ‘Spacer’ snare wires, secured in a wooden box, separated from the snare itself.

The snare drums are available individually or in a premium package.

- Item **SSD13-14x5.25GH**, 14" Snare Drum including set of 3 dampening rings and 2 Protean tuning keys, shipped in 4 color POP packaging.
- Item **SSD13-12x5GH**, 12" Snare Drum including set of 3 dampening rings and 2 Protean tuning keys, shipped in 4 color POP packaging.
- Item **SSD13-14x5.25GH-PE**, (Premium Edition) 14" Snare Drum including a set of 3 dampening rings, 2 Protean tuning keys, 'EQ' and 'Spacer' wires in a wooden box and the 'Protean' case.
- Item **SSD13-12x5GH-PE**, (Premium Edition) 12" Snare Drum including a set of 3 dampening rings, 2 Protean tuning keys, 'EQ' and 'Spacer' wires in a wooden box and the 'Protean' case.

Main and Feature Video's will be available on SONOR's YouTube Channel:

<http://www.youtube.com/sonordrumtube> For more information check out the SONOR homepage: www.sonor.com & Sonor Drums Canada at: www.sonorcanada.com

snare quick release under license from Dunnett US patent 7745712

Sonor Drums, Percussion and Orff Educational Instruments are distributed exclusively in Canada by Coast Music, a division of JAM Industries Ltd. 21000 Trans-Canada Hwy. Baie D’Urfe, QC H9X4B7.