

# Weril Latin America's only wind Instrument maker

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Brazilian  
music  
in the  
International  
Trombone  
Festival

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# EDITORIAL

## INSTRUMENTAL EXCELLENCE

This Weril Magazine issue is very significant to us because it will be first distributed during the International Trombone Festival, the world's greatest trombone event, which is of paramount importance for all trombonists around the globe.

Weril's contribution to this internationally renowned event is to present Brazilian music, musicians and products to Festival participants, allowing them to enjoy not only the ability of some Brazilian professionals but also the *spice* of our music and instruments, represented by the Weril Trombone Ensemble. Weril products result from long years of dedication, technology investments, skilled labor and continuous improvement that lead our company to increase more and more its share in the international market.

Therefore, the Brazilian art of creating sounds becomes even more fertile and complete.

Nelson Eduardo Weingrill  
Superintendent – CEO

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Home Page: [www.weril.com.br](http://www.weril.com.br)

E-mail: [magazine@weril.com.br](mailto:magazine@weril.com.br)

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## DEALERS

COUNTRY	DEALER	PHONE	FAX	
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# Hi-Tech made in Instruments Brazil

Almost one century old, Weril knew how to take advantage of the tradition acquired by its founder, Austrian Pedro Weingrill. At the same time it dared in terms of technology and also kept a team of experienced professionals. As a result, its high-quality instruments also started to gain space in other countries with the advent of globalization



*Complete wind instrument production line occupying 75,000 square feet*

**A**lthough this may come as a surprise to many, Brazil is a large first-rate wind instruments producer. And, with the support of Mark Schafer, from DEG Music Products – Weril's distributor in the United States for eight years – such image is being disseminated in North America and in other continents.

Convincing band directors and industry traders to accept instruments produced below the Equator line is no easy task. However, in the words of Schafer, after overcoming the initial resistance and trying the products, selling a Weril instrument is quite simple. Since 1997, sales volumes of Weril products in the United States have been growing 20% per year.

Weril is relatively new in the American market and its experience of almost a century has favored such conquest. In mid-nineteenth century, the Weingrill family were already making and

repairing instruments in Austria. In 1870 they moved to Verona, Italy. It was in 1897 that Pedro Weingrill came to Brazil and, 12 years later, opened his first business in São Paulo. This first step was the beginning of one of the world's largest wind instrument companies, present in the musical market of several countries.

Today, producing a complete line of wind instruments in a 75,000 square-foot plant, Weril hardly reminds that small instrument store of the past. However, the plant belongs to the same family of pioneer Pedro Weingrill. Three of the pioneer's great-grandchildren are at the helm of the company: Nelson Weingrill, super-intendant – CEO, Arthur Weingrill, industrial director, and Roberto Weingrill, commercial director. To them, building instruments is much more than making money: it is rather how they keep the family tradition alive. For this reason, the three cousins share the commitment of turning Weril into a recognized wind instrument brand all over the world.

*(Learn more about Weril instrument production on page 4)*

**Today, Weril produces a complete line of wind instruments in a 75,000 square-foot plant.**



*From left to right: Nelson, Roberto and Arthur Weingrill take pride in their sophisticated manufacturing operations*

# Advanced

Attention to details and application of modern technological resources ensure final product quality

# technology

Weril's industrial complex is comparable to the best wind instrument plants of the world. With capacity to produce up to 3,000 instruments per month, the plant has 270 employees and employs the most advanced technology currently available, updated by constant equipment investments.

The company's management takes pride in its sophisticated manufacturing operations. "Weril is one of the most advanced wind instrument companies of the world," says Mark Schafer, based on the experience of someone who has visited the world's most important wind instrument plants. Attention to details may be seen in operations such as the sophisticated instrument cleaning to apply final finish.

Another example is the recent shift from the solvent bath system to a modern ultrasound water bath system. The series of baths efficiently replaced the chlorinated solvents, providing better end-product results, both in terms of finish and general cleaning, in addition to being an environment compliant process. In this process, removal of manufacturing residues is quite efficient, providing increased resistance to product finish.

While the wind instrument cleaning process became easier and more accurate, polishing still remains as the main challenge for wind instrument plants around the globe. It requires intense efforts, skill and a lot of time. Therefore, Weril came to see this process as fundamental to improve its products, and has recently implemented an automatic system to polish smaller instruments such as trumpets, cornets and flugelhorns. In addition, adjustments have been made for future application in larger instruments, such as trombones and horns and even in tubas.

Weril is equipped with a modern CNC system, applied to several manufacturing stages, such as milling of bodies for clarinets and pistons or valves, in addition to the molding of a wide range of small components. The result: faster assembly process and higher final product quality. "As a rule, the cost of this operation in Brazil is lower than in the United States. With this, Weril becomes very competitive in terms of instrument manufacturing process automation," adds Schafer.

Brazil's lower labor and operating costs, combined with the company's tradition and expertise provide Weril products with a very competitive price on the US market. However, being located far from a promising market poses some difficulties. The company is managing to overcome the challenge by forming several international partnerships, such as with DEG Music Products.



*Modern CNC system: production of plastic bodies for clarinets and brass pistons and molding of small components*



*Ultrasound water bath*

# Conquering the United States

Brazil's leader and operating in several other countries, Weril is ready to consolidate its businesses in the most sought after of all international markets

The first time Mark Schafer from DEG Music Products heard about Weril instruments was at the Frankfurt trade show ten years ago. His company imported a large variety of instruments and he was impressed with Weril's options and with the Weingrill family's knowledge in the field. As Weril's production line was more oriented to the European market, he saw no business prospects at that time.

Even so, the talks between Schafer and the Weingrill family went on for several years, always hoping for a product more oriented to the American market. When this was achieved, Schafer proposed to be a Weril distributor.

Weril has an 80% share in the Brazilian wind instrument market and exports to several countries such as Germany as well as Latin American and Eastern European countries. However, the great challenge facing the company is still the American market. "The United States is seen as the world's largest band instrument market and this causes a certain suspicion on the part of band directors and traders in relation to products not made in the US," says Schafer.

Tradition may be good but also may be quite harmful for an instrument maker. In the case of Weril – with 92 years in business –, the company has a lot more than an interesting story to tell a prospective buyer. "Anyone with a good knowledge about wind instruments perceives how difficult they are to produce. To be a successful manufacturer, a company has to have the experience that only comes in time. The Weingrills do have this experience. They have been operating on the market for a long time and the experience acquired by the family is the reason why they went this far. Our wish, as Weril partners, is that they are even more successful in the future here in the United States," concludes Schafer.

Reference – pages 3 to 5: Music Trades Magazine, February 2002



*Weril Flugelhorn: an example of international quality instrument*

# Who makes Weril

One of Weril's secrets is its highly skilled and trained labor. Among its employees, you will often find people who joined the company more than 20 years ago. Two of such employees present their reports on their work at Weril throughout their careers:



## LAÉRCIO PEREIRA DE LIMA

production manager, 38 years with the company

"Weril was the first company I've worked with. At that time I was almost 18 and soon after I joined the company I realized that was the right thing for me and that was where I wanted to work. I started cutting plates, that is one of the first production steps and – in time – with a lot of training

and guidance from the old masters and courses in the area, I got to the position I hold now. Having an idea of the whole and being aware of the importance of each process for the final result are the most important things for those working with musical instruments. This is what Weril does".

## GILMAR FREITAS DA SILVA

project manager, 27 years with the company

"I started working in the clarinet sector and it is difficult for me to imagine how it was at that time, considering how little technological development we had then. Today I am a manager and throughout these years with Weril, I have been studying a lot. I took a course in mechanical lathe

operation, mechanical drawing, and a university course on projects and designs. And there is something I can guarantee: knowing each phase of the process and having the company's recognition for my dedication were essential for me to develop the work I perform today".



## AGENDA

### Presence in the international market

In 2002, Weril is expected to have the same success on the international market as in 2001, when the company had a strong presence in the major business trade shows around the world. In addition to the traditional NAMM, held every January in the United States; the Frankfurt Messe, held in March in Germany; and the Midwest Clinic, the greatest trade show oriented to bands and orchestras, held in Chicago, United States, Weril accomplished an extended agenda, exhibiting its products for the first time at the DISMA – Italian Music Show, in Rimini, Italy in May; at the British Music Show, in Birmingham, England; and at the Musical Instruments Fair Japan, in Tokyo.

The company's intention is to promote its

products internationally, allowing musicians of all corners of the world to improve their knowledge of the Weril brand, the company's products and its quality commitment. At present, Weril has a product line that is well accepted all over the world. That is why it is intensifying its international market performance, enhancing integrated marketing actions that have already ensured a 23% dollar growth in export sales in 2001 as compared to the previous year.

All those events had the support of local resellers who are more and more secure and confident in the company's performance and are proud to be part of our team, striving more and more to increase market share.

See the main events where Weril is present:

- NAMM – United States
- Frankfurt Messe – Germany
- Intermusic – Spain
- Disma Music Show, – Italy
- Calm Expo – China
- British Music Show – England
- Chicago Midwest Band & Orquestra – United States
- Expomusic – Brazil
- ITA – International Trombone Association – United States
- ITG – International Trumpet Guild – England

# In the rhythm of trombones

Weril artists perform at an international meeting

The Weril Trombone Ensemble is one of the special guests of the 2002 International Trombone Festival. The Festival, considered the world's largest annual trombonist meeting, will take place at the University of North Texas on May 23-28, 2002 and will involve trombonists from several countries and different specialties.

The Weril Trombone Ensemble will take the chance

to show novelties in relation to instrument construction, mainly in the G. Gagliardi trombone line and will also take to the audience a very diversified repertoire including many Brazilian tunes. Weril will also participate in the show with a stand where visitors will have a chance to try Weril instruments.

Meet the Weril Trombone Ensemble participants:

## RADEGUNDIS FEITOSA

In 1984, at 22, this talented trombonist won the "South America – Young Brazilian Concert Player" award, then the greatest musical contest in Brazil. In addition to the award, Feitosa won a scholarship at the Juilliard School, in New York, one of the world's most respected music schools in the world.

Feitosa, who was main trombonist at the Paraíba and Bahia Symphonic Orchestras, also obtained a PhD in Music –Trombone Performance at The Catholic University of America, Washington DC. At present, Feitosa is a professor at the Brazil's largest music school (UFPB – Federal University of Paraíba), Brazil Quintet's trombonist and Brazilian Trombonist Association's vice-president.



## PARAÍBA TROMBONE QUARTET

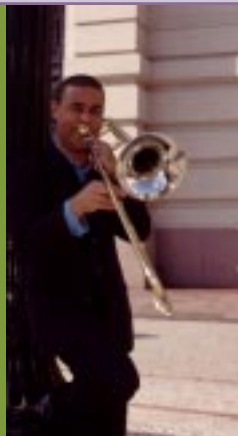
A selection of typical Brazilian tunes, such as *chorinho*, *frevo*, *samba* and *bossa nova*, combined with international hits and music by classical composers such as Bach and Tchaikovsky – that is the content of the concerts of the Paraíba Trombone Quartet. The group's idea is to promote Brazilian music, using trombones in the popular line and encouraging the use of trombones in chamber music.

The Quartet currently consists of musicians Sandoval de Oliveira (Quartet's coordinator, with a degree in music from the UFPB – State of Paraíba's Federal Music School – and UFPB professor), Roberto Ângelo Sabino (Paraíba Symphonic Orchestra trombonist), Gilvando Pereira da Silva (with a degree in music from the UFPB and State of Rio Grande do Norte's Federal Music School professor), and Stanley Bernardo da Silva.

## RENATO FARIAS

With 18 years of musical experience, Farias is a founding partner and secretary general of the ABT – Brazilian Trombonist Association. He has played with several symphonic orchestras including the São Paulo Municipal Theater Orchestra. In addition to performing in several bands, playing from blues to jazz, Farias has been often invited to accompany the presentation of several nationally recognized artists. He participated in the Brazilian version of musical play "Les Misérables".

His deep trombone knowledge enabled him to participate, together with conductor Gilberto Gagliardi and in partnership with Weril, in the development of the G. Gagliardi trombone line that revolutionized this market segment in Brazil. Farias still continues to participate in the instrument's quality control process.



## BAM BAM

Marcelo de Jesus da Silva, also known as Bam Bam, started his trombone studies at 16. His passion for the instrument and recognized talent soon turned him into a great artist, often invited to take part in important events in Brazil such as the Campos do Jordão Festival and the UFRJ's Instrumental Extension Course. At present he is a music teacher in the Tatuí (State of São Paulo) Conservatoire and plays in the Wind Instrument and Paulista Orchestras, both in Tatuí, in addition to playing in the State of São Paulo's Symphonic Band.



# A career abroad

Foreign musicians recognize the quality of Brazilian instruments

The Weril instrument tradition has reached the whole world. Students and musicians, professionals and amateurs, are trying Weril product lines. The result: foreign players found out what Brazilian musicians have known for 92 years – Weril offers high-quality and extremely competitive instruments.

Bill Baker, tuba player and private music professor in Atlanta, United States, tried a Weril J680S Flat B tuba and was impressed with the instrument's quality and performance. "And for a quite affordable price", he adds. "I have short students, such as René McGee, who is 4'9" tall and weighs 103 pounds, and I find it very lucky to have instruments such as these made by Weril. While it is a smaller tuba and adjusting perfectly to younger students it also presents good performance", says Baker.

In Idaho, Dunkley Music teacher Steve Counter shares the same opinion. "Recently one of our local band's directors played a Weril flugelhorn model K971 at a concert. The results were so good that he bought a Weril instrument for himself. I have been playing trumpet for more than 35 years and I have a lot of experience with wind instruments. The Weril flugelhorn can obtain as good a performance as any other of my flugelhorns. "I won't have any problem in suggesting that instrument to jazz bands in the region", states the teacher.

Las Vegas trumpet player Tony Scodwell tried some of the Weril trumpets and gives a glowing report to the Weril E374L trumpet, which he has been testing for several months: "The Weril trumpet that I've been blowing on has the right balance of ingredients for me. Great core to the sound, with enough 'pizzazz' to get through, but the ability to 'butter' it up as well. Mechanically, it's quite smooth, with fast valves and slick slides, making it very easy to get around the faster passages. The intonation is great and response is even throughout the entire range. Everything else is up to me!"

Another example of satisfaction with the instrument is that of Macedonian trombonist Kiril Ribarski who after having presented himself with a Weril trombone, started using it exclusively in his performances, even having other instruments of different brands. "It has a certain spirit to it – a Brazilian soul – and I draw much inspiration for my music from it. Over the years since I've been playing this instrument I have already indirectly been promoting it by having your company name on posters and by it being mentioned on a 55-minute program, which was done about me. Currently I'm winding down production of my third CD piano-trombone with my wife Milica Sperovik-Ribarski. We would like to put on the CD cover that the music was played on a Weril trombone".



*Macedonian Kiril Ribarski*



*Tony Scodwell: a right-size instrument*