

Live life - Play free...

Launched at the World Music Fair in Frankfurt 2007 by the specialist English woodwind Company Trevor James, the Signature Custom saxophone brought smiles to the faces of the many visiting musicians and music dealers who thought that the demise of English woodwind manufacture had been permanent.

The actual concept is very simple. Materials such as 925 silver, red brass, bronze and gold lacquer have their own particular and unique sound qualities. The idea is to therefore give each sax player the unique opportunity to choose crook, body, bow and bell combination based around personal individual performance and taste. The instrument is the custom built by dedicated individual craftsmen at the Trevor James Pro-workshop's based in Kent. Only when these craftsmen are completely happy with the final instrument will the Signature Custom saxophone be delivered along with a golden envelope containing a Certification of Authenticity stating the date of manufacture and the signature of the single craftsman who built it!

The Signature Custom range has been developed through the company policy of consistent market review. Working with established high profile saxophone players and teachers, the instrument took shape in 2006 to fulfil a specific niche in the market. Indeed, so different was the specific Signature 'Custom' concept that orders immediately began flowing in from around the world. This new 'Made in England' range caused an incredible stir within the international music markets leading up to the official launch the Frankfurt Music Fair 2007. Order books with advanced orders were placed from Japan, USA UK, USA, Germany, Scandinavia, Russia and Korea. Commenting on this unprecedented activity marketing director Jean-Paul Wright said "There has been a fantastic response to the Signature Custom concept by the musician and music business as a whole. The freedom for the player to design their own instrument, combined with the 'Made in England' label still holds significance in many international music markets".

To simplify the Signature Custom concept even further, a dedicated website www.signaturecustom.co.uk has been designed to facilitate on-screen change the metal options of each part to see what the finished instrument would look like when built.

The musicians 'Grapevine Telegraph' here in the UK has also been buzzing as sax player's talk to each other on the various saxophone web forums. Abi Harding – sax player with the popular band 'The Zutons' along with top international tenor saxophone player Dave O' Higgins, jazz alto player Vaughan Hawthorn-Nelson and Sax author and musician Mark Buckingham have already embraced the Signature Custom concept along with leading UK and international specialist saxophone shops.

As Abi Harding said of her Signature Custom.."a seriously big sound.....fantastic and I love it....!!!

Signature Custom alto saxophone UK prices from £1350 - £2700 Tenor saxophone prices from £1620 - £3520

For more information on where you can test, buy or order your Signature Custom contact:

UK sales@signaturecustom.co.uk or ring 01622 859590

International sales export@signaturecustom.co.uk or ring +44 1622 859596

www.signaturecustom.co.uk