

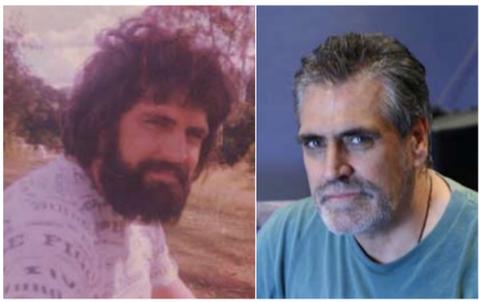
Vase® NEWS

VICTORY AUDIOPHONIC SOUND EQUIPMENT

7 APRIL 2009

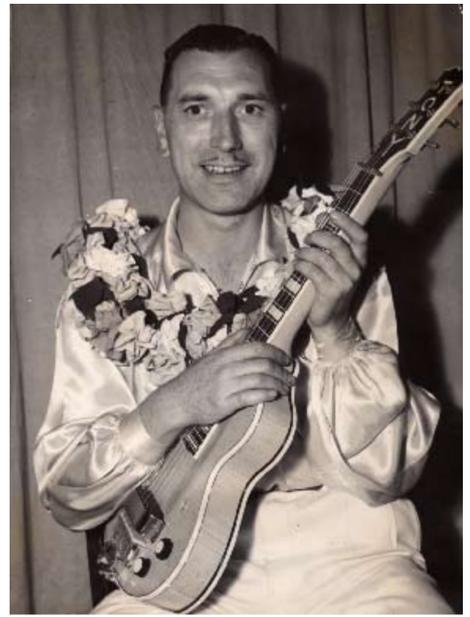
Welcome to our first **VASE NEWS**. First, I'd like to thank everybody for subscribing to this newsletter. There are over two hundred registered now, which is really amazing considering we haven't really done any promotion.

I thought we would start off by answering a few frequently asked questions (FAQ's) so we all know where we are.



A little history first; for people who don't know me, my name is **Harry Lloyd-Williams** (pictured left, then and now) and I have been in the pro-audio industry for the last 38 years being the founder of Acoustic Technologies (AT for short to all the industry people). Acoustic Technologies is

Australia's largest manufacturer and exporter of high-end audio equipment. The point of all this is that it wouldn't exist at all had it not been for **Tony Troughton** and his wonderfully iconic **VASE** brand of guitar amplifiers.



Tony Troughton (1940's)

Back in the early 70's I was working in a music store in Ipswich as a guitar teacher and salesman. I had been playing through **VASE** amplifiers before I started work at this store and since the shop itself was a dealer for **VASE** equipment, I became heavily interested in Tony's products and always made some excuse to go down to the factory to pick up our stock so I could hang out for a while.

Anyway, being very short of cash and desperately wanting to buy a new **VASE** rig, I convinced Tony to sell me just the head and I would build the speaker boxes myself as good as he could supply. He even gave me the correct vinyl and badges. My good friend and bass player at the time covered the boxes every bit as good as Tony's guys. This was the start of my manufacturing PA Systems. Three years ago I thought it would be fantastic to complete a full circle and return to where it all started and I applied for a trademark and business name and proceeded to rebuild the company.

The support we have had so far, from both Tony's family and his former colleagues has been overwhelming. Our intentions are to rebuild this wonderful product in the spirit of Tony Troughton.

Now to answer some questions:

Question 1 When are the amplifiers coming on the market?

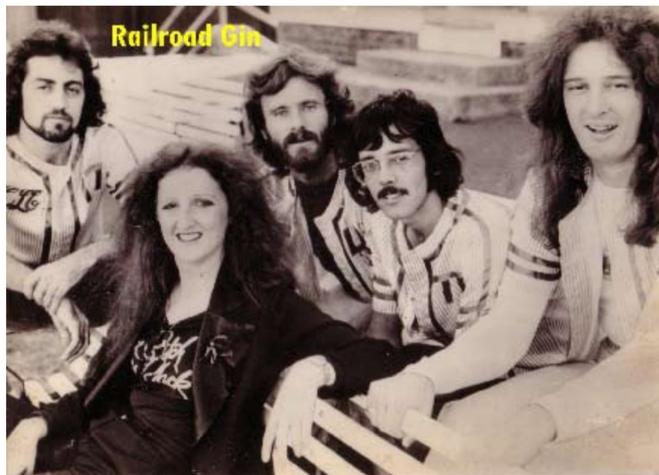
Answer: Very soon. We are about to start our first production run of 50 Trendsetter Deluxe 60's. I expect them to be available for purchase June or July.

Question 2 What's taken you so long??

Answer: It would have been easier to design a new amplifier from scratch rather than replicate faithfully an amplifier that was made 40 years ago. We have had to get all the volume and tone control pots specially made, we have tracked down the exact vinyl and grill cloth which we had to get made. The knobs and handles again, specially made, transformers custom wound so they're exactly the same as the originals. This takes a lot of research and time.

Question 3 Where are they going to be made?

Answer: A lot of the worlds' top brands are made either in Korea, India or China. This is one of the questions I get asked all the time. Are they going to be made in China? These amplifiers are going to be made here in Brisbane just like they were in the 50's 60's and 70's. In fact, the first commemorative run of 50 Trendsetter 60's will be hand



Danny Simpson, Carol Lloyd, Peter Harvey, Gary Broadhurst and Mark Moffatt members of Railroad Gin

wired by **Gary Broadhurst** (second from right in picture at left), one of the original **VASE** technicians in the early 70's. Each amp will have Gary's signature on the rear of the chassis and a certificate of authenticity.

Question 4 What are they going to cost?

Answer: We will have final costs within a month's time and you'll be the first to know.

Question 5 Why isn't the website up?

Answer: We have decided because of the inquiries and interest in the new **VASE** that we would not go live until we have some product to sell.

We'll be following up soon with some profiles of the current **VASE** team. If you have further questions or comments, we'd be glad to receive them. Thanks for your interest and support. Please forward this to anyone you think may be interested in keeping up with **VASE NEWS**. www.vase.com.au

Harry Lloyd-Williams



What's this? The TT15 is a 15 watt all tube combo amplifier that jumped the queue as we were developing our Trendsetter 60. We had the opportunity to place 12 of these fantastic little monsters into the new South Bank Institute of Technology for their recording and rehearsal studios. Full story next newsletter.