



Autumn 2017

LARSEN STRINGS ^{A/S}
Elholm 6 A, DK-6400 Sønderborg, Denmark



Introducing **Il Cannone[®]** VIOLIN

'It's the perfect string for a powerful soloist who needs that extra kick of sound.'

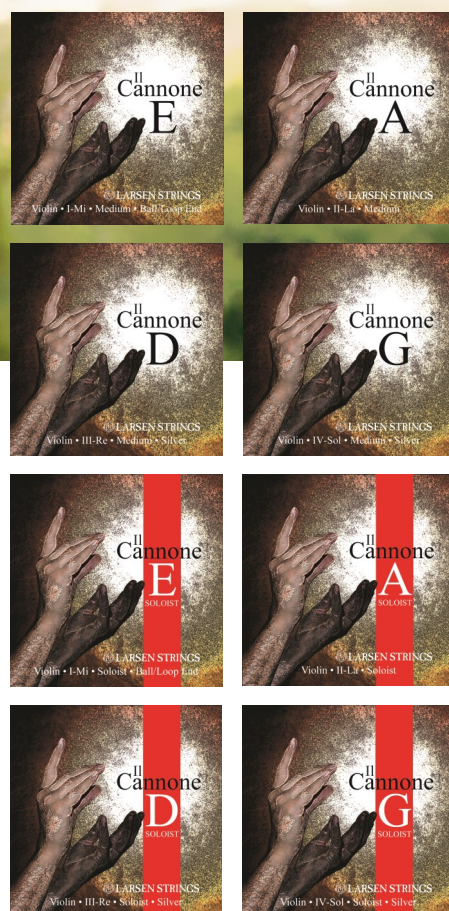
Rusanda Panfili

We couldn't do it without you...

As our partner distributors we would welcome your views on what promotional material works best for you *and also for your customers*. With the launch of Il Cannone, our aim has been to provide comprehensive marketing resources to assist in the introduction of this new product to the market. Printed material includes the updated re-print of our catalogue, the Il Cannone leaflet, information sheets and promotional inserts in the packaging of our current violin strings.

On our website we launched the product with supporting resources, such as images, for your online use and publicised the event on social media platforms, particularly via our successful Facebook page. We also carry monthly advertising in The Strad.

Your feedback about which of these were beneficial to you, what could we further add to the mix and the elements that we could do better or differently would be much appreciated.



Dedicated to the Artists