# TABLE OF CONTENTS

## DADDARIO STRINGS
- Electric Sets: 4-5
- Acoustic Sets: 6-7
- Classical Sets: 8
- Bass Sets: 9-10
- Other Sets: 11-12
- Single Strings: 13-16
- Displays & Assortments: 17-18

## DADDARIO PLANET WAVES ACCESSORIES
- Tuners: 20-23
- Capos: 24-25
- Polish & Cloths: 26-27
- Humidification: 28-29
- Guitar Winders, Support Tools & Fitness: 30-31
- Earplugs & Soundhole Accessories: 32-33
- Guitar Slides, Auto-Trims, Bridge & Endpins: 34-35
- Guitar Tattoos: 36
- Straps: 37-52
- Picks: 53-59
- Cables: 60-68
- Displays & Assortments: 69-72

## PROMARK DRUMSTICKS
- Hickory Drumsticks: 100-101
- Hickory Drumsticks Autograph Collection: 102-105
- Shira Kashi Oak Drumsticks: 106
- Shira Kashi Oak Drumsticks Autograph Collection: 107
- Orchestral Snare Sticks: 109
- Brushes & Rods: 110-111
- World & Alternative Sound Sources: 112
- Drum Set Accessories: 113-115
- Band & Orchestral: 116-117
- Marching Snare & Tenor: 118-119
- Marching Bass Drum Mallets: 120-121
- Marching Keyboard Mallets, Marching Mallets & Keyboard Mallets: 122-126
- Timpani, Gong & Bass Mallets: 127-128
- Educational Accessories: 129
- Displays & Assortments: 130
- Product Comparison Chart: 131-132

## DADDARIO BOWED STRINGS
- Violin Strings: 134-135
- Viola Strings: 136
- Cello Strings: 137
- Bass Strings: 138-139
- Accessories & Displays: 140-141
- Music Writing Paper: 142

## EVANS PERCUSSION
- Level 360: 74-75
- Tom & Snare Drumheads: 76-80
- Bass Drumheads: 81-83
- Inked Custom Drumheads: 84
- Afro Cuban & Conga Drumheads: 85
- Marching Drumheads: 86-87
- Concert & Timpani Drumheads: 88-89
- Timpani Reference Chart: 90
- Percussion Accessories: 91-96
- Displays & Assortments: 97-99

## RICO REEDS
- Clarinet Reeds: 144-147
- Saxophone Reeds: 148-151
- Reserve Mouthpiece: 152-153
- Mouthpieces & Mouthpiece Reference Chart: 154-155
- Ligatures & Caps: 156-157
- Instrument Straps: 158-159
- Reed Storage & Accessories: 160-161
- Displays & Assortments: 162
Making and measuring profit has never been so easy. D'Addario & Company offers a host of resources to increase your turnover rate and help your bottom line.

**ONLINE TRAINING**

D'Addario & Company’s Online Training is back with a whole new look and feel. A simple, easy, and interactive way to learn about new and existing products, D'Addario Online Training is open to all retail employees. By expanding your product knowledge, you can become an expert on our products and check out some gear in the process.

**ONLINE ORDERING**

Available to music dealers 24/7, daddariob2b.com allows dealers to place direct orders on the company’s secure server at any time they choose, safely, easily, and receive 5% off the initial order as well as 2% savings on each subsequent order. Take advantage of features such as speed entry, xls order upload, order tracking, dealer specials as well as extensive info on all D'Addario products, making daddariob2b.com a true interactive tool.

**MERCHANDISING SOLUTIONS**

Accelerate your accessory sales with our stylish and space-saving displays — whether it’s the floor, the wall, or the countertop, we’ve got what you need to increase every sale!

**FREE!**

**FREIGHT DEAL**

Free freight is available on all orders exceeding $150 net value (Continental US only) INCLUSIVE of Evans drumheads sizes 22” and under. Just as a reminder, D’Addario pays for all COD tag fees—you don’t.

**NEW!**

**PRODUCT INFO & IMAGES**

D’Addario now offers a comprehensive and user friendly product information and image database that is ideal for use by both E-Commerce and Brick and Mortar retailers. Also included are “Launch Packs” that contain all of the information you need on new products – from images and sell sheets to advertisements, it is all just a few clicks away!

Username: Product_Images
Password: 8484must

If you prefer to use an ftp client please visit ftp.daddario.com and enter the same login information as above