

SOUND ENHANCEMENT PRODUCTS, INC

EBTECH® - MORLEY®

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HISTORY

The origins of Sound Enhancement Products, Inc. started at the Hammond Organ Company, where spring reverb was developed into a popular guitar amplifier function. The names changed from Hammond, Accutronics, Gibbs, OC Electronics, Sound Enhancements and Ultimately Sound Enhancement Products, Inc. In 1989, the Morley® trade name was acquired from Tel-Ray Electronics in Hollywood, CA. In January 1990, Accutronics, Inc. moved its Reverb and Morley® divisions into a separate facility in Cary, IL. In May 1991, the Reverb and Morley® divisions of Accutronics® were incorporated into the entity, Sound Enhancements, Inc. In 1999, Sound Enhancements became a member of the Stainless Industrial Company. In 2001, Sound Enhancements, Inc. acquired Ebtech®. As of August 2005, the company name was changed to Sound Enhancement Products, Inc and is currently an independently owned company. In June of 2009, the Accutronics® reverb was sold, leaving Ebtech® and Morley® as the sole manufactured brands.

PRODUCTS / DESCRIPTION

Sound Enhancement Products, Inc. (SEPI) manufactures foot-controlled pedals, effect boxes and footswitches that alter, enhance and/or control sounds created from an electronic musical instrument, primarily an electric guitar. These devices are sold under the Morley® trade name. As of December 10, 2001, SEPI also manufactures audio solution devices sold under the Ebtech® trade name.



APPLICATIONS / CUSTOMERS

Morley® products are sold through dealers/distributors both domestic and international. Morley® products are also sold by in-house sales/marketing staff to music store chains, individual music stores, retail catalog houses and online merchants. Morley® products add effects such as wah, distortion and/or volume control to the sound of an electric guitar or other instrument. In addition, Morley® manufactures switching devices that allow foot switchable control over guitars and/or amplifiers. Major customers include Guitar Center (California), Sam Ash (New York), Musician's Friend (Oregon), Soundwave (Italy), Westside (U.K.) and Camac (France). Morley products are sold to customers worldwide.

Ebtech® products are also sold by in-house sales/marketing staff to music store chains, individual music stores, retail catalog houses, online merchants and contractors/installers. Ebtech® products include Hum Eliminator™, Line Level Shifter®, Hum X™ and Swizz Army 6-in-1 Cable Tester. Major customers include B&H Photo Vide (New York), Musician's Friend (Oregon), Musical Fulfillment Services (NJ) & Sweetwater (Indiana). Ebtech products are sold to customers worldwide.

MARKETING

The Ebtech® & Morley® product lines are marketed domestically through in-house marketing and wholesale distributors. Foreign sales are handled through separate distributors for each country. Both product lines are sold to the end-user through music retailers.

FACILITIES

All manufacturing, distribution and administration functions are performed in our 11,300 sq-ft facility in Cary, IL. The Cary plant performs most operations in-house, including metal stamping, circuit board population and product assembly. Principal raw materials used include metal, circuit boards and electronic components.

EMPLOYEES

Approximately 30 employees.

