

## **Sales Newsletter:**

Ashen White has successfully installed many new audio, lighting and video packages at a number of sites in the past 12 months. Ontario Cities where we have installed packages include Toronto, Hamilton, London, Ottawa, Guelph and many more...

A number of high powered concert sound systems were installed in medium to large nightclubs and bars. These installations included permanently rigged Clair Bros and EAW large format speakers, Lab Gruppen and Crest amplification, TC Electronic, Xilica and Ashley processing and Soundcraft control consoles. We also designed and manufactured the custom rigging packages that were used for the speaker and cable installations.

Smaller audio and video packages were installed into community centers and churches to provide upgraded AV facilities for meetings and church services. One installation involved the custom design of a very wide angle projector and lens combination to allow for large-screen viewing on a very short-throw distance. Pictures of some of these installations can be found in the "retail sales" section of the website.

A quite challenging job that was completed in the summer involved the design, manufacture and installation of a long-throw, outdoor public address system that was mounted on the top of a downtown building. The system was designed to provide high-quality background music and public announcement facilities for fairs and exhibits that were taking place in the downtown core of the city on many weekends throughout the summer and winter months. The system provided full fidelity and excellent long-throw coverage with ample power to spare over the entire subject area.

Ashen White has been building a large stock of rental equipment for two decades. In March of 2008 we performed an inventory update on our rental stock and realized that we had over 350 full range concert speakers and over 400 conventional lighting fixtures. We also had a stock of over 350 sections of truss and tons of long-time unused scaffold hardware. In May of 2008 we released a long list of used equipment for sale on an as-is used basis. We managed to sell about half of the total list between May and December 2008.

The balance of the used equipment is still available and we would be happy to email a copy of the list to you, if you would like to see what equipment is still available. You can make a request for the list by contacting us at [info@ashenwhite.com](mailto:info@ashenwhite.com) or by phoning us at 416-675-9090. Please keep in mind that we will seriously consider all offers and we would be more than happy to offer quantity discounts on used and new equipment.

For customers who need a large system but are looking to keep the price as low as possible, we have successfully installed used speakers and lighting (at very reasonable resale prices) coupled with new amplification, dimming, cable and control equipment.

February 2009

This kind of blended installation allows the customer to ensure that the user interface portion of the installation is “state of the art”, while the speakers and lighting which are not actually handled by the customer becomes the most cost effective portion of the package.

Please feel free to contact Warren Potter at [warrenp@ashenwhite.com](mailto:warrenp@ashenwhite.com) if you would like us to do a free site inspection for your installation, or if you have any questions relating to the application or purchase of new or used equipment.

Ashen White  
416-675-9090  
[www.ashenwhite.com](http://www.ashenwhite.com)

