



# PRESS RELEASE

124 WEST MAIN STREET . WEST DUNDEE , ILLINOIS 60118

FOR IMMEDIATE RELEASE

For more information call 800-474-2186

The polisher/cleaner category has grown over the last couple of years with multiple manufacturers trying to duplicate the success of the polymer technology found in **POWERCHORD™**, the original hi-tech polymer surface protector. In fact, **POWERCHORD™** is so powerful that the parent company BTI-International claims that it will maintain the life of finishes on *all* musical instruments, keeping them looking just like they did when they came from the manufacturer -- **GUARANTEED!** Launching from this success and evaluating feedback from distributors, dealers, and players of fine instruments, BTI International has created the **MastersChoice™** brand, a polisher/cleaner designed for more refined instruments.

“It’s the basic water-based polymer formula that sets us apart. No one has found a way to duplicate it,” says Mark Poynor, V.P. of Distributor Sales for BTI International. Poynor explains that the new brand was developed in response to store and end-user demand. “**MastersChoice™** is the perfect add-on for symphony and brass instrument sales.”

How does it work? No surface is perfectly smooth. Even what appears to be a high-gloss finish has nooks and crannies in which dust and oils hide. The latest polymer technology found in **MastersChoice™** penetrates these micro-crevices, removing dirt and particles and creating a protective barrier that keeps them from coming back. The surface feels slicker than ever before with **NO WAX** build-up. It even helps reduce fingerprints. According to Poynor, “A number of dealers that I talk to want their merchandise looking good on the floor. **POWERCHORD™** and **MastersChoice™** keep it all looking good. We sell 64oz. bottles to dealers for that very purpose.” Poyner points out that the brand is equally effective on silver flute keys, ivory piano keys, exquisite woods or tympanis.

Like the original **POWERCHORD™**, **MastersChoice™** works on all non-porous wood, varnish, paint, plastic, and metals. It can enhance any surface while maintaining the finest surface protection available.



# PRESS RELEASE

124 WEST MAIN STREET . WEST DUNDEE , ILLINOIS 60118

The chemistry in both POWERCHORD™ and **MastersChoice™** contains absolutely NO petroleum or silicone, and there is no residue buildup. Each application wipes the old layer away, replacing it with a new layer of protection. Best of all, they're earth-friendly.

“We've really seen the POWERCHORD™ brand grow since our launch at the 2001 NAMM Show in Nashville,” says Ron Turner, V.P. Marketing for BTI-International. “We're very proud of this brand. We're even more excited to see **MastersChoice™** added to our family of products. We have very aggressive plans to help gain substantial exposure, and we're looking for some ground floor dealerships and distributors to join in our success.”

According to John Hartman of John Hartman Music, **Powerchord™** “is what an instrument cleaner should be.”

The owner of Mar-Cole Music in Illinois used **Powerchord™** on an ebony piano in her showroom. “Black is the hardest color to get perfectly streakless. We used your product on this piano, and nothing has ever made it look so good.” This kind of customer satisfaction led to the line extension designed especially for symphonic instruments. **MastersChoice™** brings out the full brilliance of ALL instruments, leaving an anti-static, streak-free finish.

For a limited time, BTI-International is offering introductory pricing on the new **MastersChoice™** and the original **Powerchord™**. For more information about special pricing and distribution, contact Mark Poynor at 1-800-474-2186.