



GEYER, A.

Piano Marketing Group, LLC

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Pianos made by: A piano factory in Zhejiang Province, China

The A. Geyer brand and factory were established by the Geyer family in 1877, in Eisenberg, Thuringia, Germany, and the brand was well known in the late 19th and early 20th centuries, when Eisenberg was a significant center for piano building. Also produced in the Geyer factory over the years were the brands of Fuchs & Mohr, Sassmann, Steinberg, and Weisbrod. In time, the Geyer factory became the Wilh. Steinberg factory, which continues to produce pianos today.

Today, A. Geyer is a new company, with headquarters in Wiesbaden, Germany. The company's founders are Christoph Schulz, a fifth-generation German piano maker; Frederik Steffes, the former owner of the Wilh. Steinberg factory; and Colin Taylor, formerly with Bösendorfer and Brodmann. Although the company is new, the three founders bring to it decades of combined experience in piano manufacturing, and a vision, they say, to create a piano wonderful in sound, touch, and style, with outstanding value for the money.

Although the pianos are designed in Germany, A. Geyer production is located near Hangzhou, in Zhejiang Province, China, a region just outside of Shanghai that has become a center of piano manufacturing. The company founders believe that their knowledge and experience of traditional German methods of piano making, combined with local Chinese resources, can result in a better piano at lower cost.

Currently, A. Geyer makes three upright pianos and five grands. All pianos use carefully selected Chinese parts that are subject to strict quality controls. German Wurzen felt is used for the upright hammers, and Abel hammers for the grands. All pianos have a solid-spruce-core veneered soundboard and Japanese Suzuki strings. The actions and keyboards have been designed by the company's German master piano builder. All pianos are inspected by the company's technicians before leaving the factory.

Warranty: 10 years, parts and labor, on main structural elements; 5 years, parts and labor, on other manufactured items.