



PRESS RELEASE

A New Look for the Society of Music Merchants: Updated Corporate Design and Website

Berlin, 14 Mar 2012 SOMM – the Society Of Music Merchants e. V. – has unveiled a new look just in time for the Musikmesse 2012 tradeshow. Key elements of the completely reworked corporate design are the new logo and the completely revamped website at www.somm.eu. Clearly structured into Standards, Market, Education, Public Relations, Europe and About Us sections, the revised website provides a wealth of information about the German MI market.

The website features the latest news; information about proposed legislation and new regulations; a wide variety of industry data and statistics; updates on campaigns; and a detailed overview of the Society and its range of services. Consumers will find information on various sponsored projects and can search for local retailers using the Local Dealer Finder..

“With its new look and new website, the association documents, internally and externally, the transformation – but also the continuity – of the MI industry. Our new design is a starting point for the visual renewal of our rapidly changing realities. For instance, the green in the logo stands for the industry’s reference to sustainability. With up-to-date visuals and optimised user navigation, www.somm.eu aims to become a central information portal for SOMM and the industry, but also for consumers,” says Daniel Knöll, Managing Director SOMM.

The new corporate design and website layout were developed and executed by the Hamburg designer Melanie Torney (www.torney-design.de). The logo symbolises solidarity, transparency and openness, strength, integrity and dynamism. The image is a stylised representation of sound waves, volume levels, and movement. The five lines also represent the Society’s five task areas. The structural and technical implementation of the website is the work of the Hamburg internet company aberratio (www.aberratio.de).

About SOMM e. V.:

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of close to 60 companies from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry’s competitiveness across all market sectors; helping to shape government and legal policies in

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SOMM



Society Of Music
Merchants e.V.

accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.