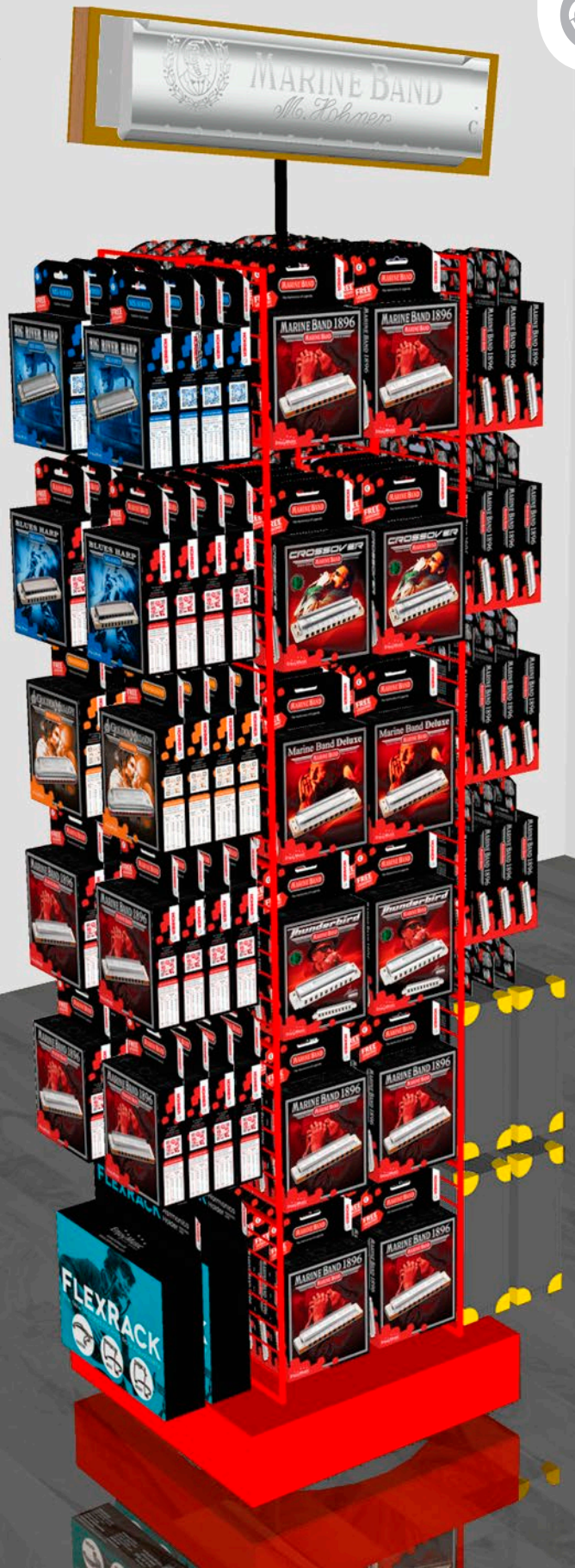


NEW HARMONICA POP PACKAGING + DISPLAYS

In 2014 HOHNER will launch new packaging and displays for harmonicas.

- First presentation at NAMM show (23rd – 26th January 2014)
- Worldwide Launch: 1st April 2014

HOHNER



EnjoyMusic
PLAY Hohner

NEW PACKAGING

HOHNER



FREE LESSONS

30 days of free lessons
at David Barrett's
bluesharmonica.com

3D PRODUCT IMAGE

for easy model identification

QR CODE

for extensive pro-
duct information
via smartphones

PRODUCT DESCRIPTION

in 8 languages (English, German,
Spanish, French, Russian,
Japanese, Hindi, Chinese)



COLOR CODED

to easily identify product

KEY SELECTION GUIDE

for easy selection of key

BOOKLET

full of harmonica
history, information
and product offerings

HARMONICA SELECTION GUIDE

for easy customer orientation

EnjoyMusic
PLAY HOHNER

David Barrett's Free Lessons

- Over 1,500 videos lessons
- Lesson plans for all skill level players
- exercises and music notation, downloadable PDFs
- downloadable MP3 study songs recorded at multiple tempos
- renowned forum experts and contributors like Joe Filisko, Winslow Yerxa, Greg Heumann and Kinya Pollard



30 Days
~~16,95\$~~

**FREE
LESSONS!**

With EVERY Harmonica in new Packaging



EnjoyMusic
PLAY HOHNER

NEW DISPLAYS

Harmonica Floor Display



extendable to

24 hooks /
96 harmonicas
38cm x 38cm x 159cm
15" x 15" x 62.5"

~~150€~~

FREE
with Hohner's
Partner Marketing
Program



48 hooks /
192 harmonicas

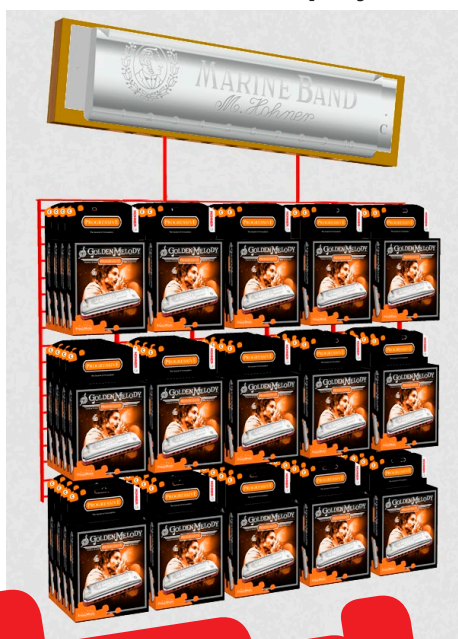
Harmonica Table Display #32



8 hooks /
32 harmonicas
32cm x 32cm x 55cm
12,5" x 12,5" x 22"

~~70€~~

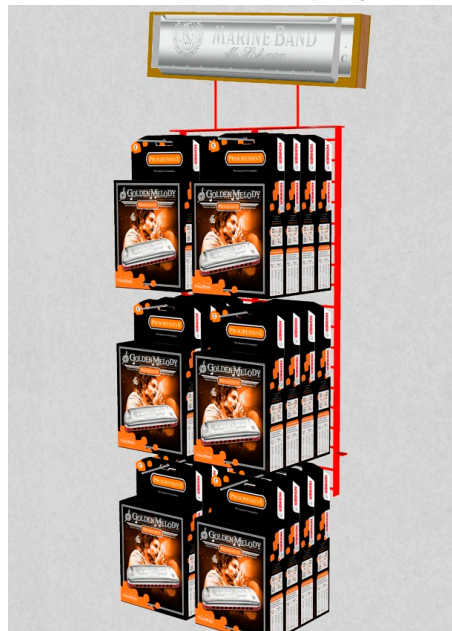
Harmonica Wall Display #60



15 hooks /
60 harmonicas
74cm x 8cm x 64 m
29" x 3" x 25"

~~70€~~

Harmonica Wall Display #24



6 hooks /
24 harmonicas
30cm x 8cm x 64cm
12" x 3" x 25"

~~50€~~

HARMONICAS DELIVERED IN NEW PACKAGINGS



All Marine Band series harmonicas feature a wood comb and are built in a „sandwich“ configuration.

- Marine Band 1896 Classic
- Marine Band Deluxe
- Marine Band Crossover
- Marine Band Thunderbird



These harmonicas represent major milestones in harmonica development.

- Special 20
- Golden Melody
- Rocket **new**



The MS or Modular System orientated from these harmonica ability to exchange all their components with any other harmonica within the MS series

- Blues Harp® MS
- Big River Harp MS
- Pro Harp MS
- JJ Milteau Deep Blues MS



These harmonicas represent the best value and price in the HOHNER line.

- Silver Star
- Blues Band
- Blues Bender **new**
- Pocket Pal **new**
- Hot Metal **new**



HOHNER invented the chromatic harmonica in 1910. This is HOHNER's bestseller line of chromatic harmonicas with models that wrote music history.

- Chromonica 48
- Discovery 48