

***Press release on the occasion of the Frankfurt Music Fair  
Berlin, February 2015***

***C. Bechstein celebrates the piano***

On the occasion of the Frankfurt Music Fair in April, C. Bechstein introduces new piano models and presents excellent corporate figures at the elegant C. Bechstein Center Frankfurt. 2014 was a very successful year for both C. Bechstein Pianofortefabrik AG (Berlin) and C. Bechstein Europe s.r.o. (Hradec Králové). The group's turnover increased by 8% compared to the previous year to reach € 33 million, of which € 25 million were achieved by C. Bechstein AG. With a staff of 350 employees, the group sold around 4,000 upright and grand pianos.

Visitors to the Music Fair in search of pianos with an exquisite sound should also visit Frankfurt's C. Bechstein Centrum at Eschersheimer Landstrasse 45, near the city centre. This vast showroom presents a comprehensive range of instruments to suit all budgets, from upright and grand pianos for beginners to professional yet affordable instruments made in Europe, from excellent uprights with a noble voice to top-segment grands with a breathtaking touch and a distinctive sound personality. The quiet atmosphere of the showroom is an invitation to test the instruments to your heart's content.



[» Download Bechstein 112 Chrome Art \(5,6 MB\)](#)



# C. BECHSTEIN

*Pianofortefabrik AG*

## ***New Bechstein model: B 112 Modern Chrome Art***

On the occasion of the Frankfurt Music Fair, Bechstein presents a brand new upright: the B 112 Chrome Art. This extraordinary piano is modern, yet classical: seductive, glossy black lines; delicate chrome beadings that underscore a slender silhouette and bring purist, clearly structured surfaces to life; discreet chamfers on the fall and the top panel, making them easier to open; additional chrome beadings that reinvent the design of the sides as they visually extend the outlined trusses above the key bed; soft joints and edges with a subtle shape that contribute to the purity of the style; chrome toes that make the case even more attractive.

Bechstein B 112 Chrome Art: a true work of art reminiscent of the Art deco style, too good to merely stand in the corner of your music room.



[»» Download Bechstein 112 Chrome Art front view \(2 MB\)](#)

[»» Download Bechstein 112 Chrome Art side view \(3 MB\)](#)

[»» Download Bechstein 112 Chrome Art detail view \(4 MB\)](#)



## ***New W.Hoffmann model: WH Professional 114***

**W.Hoffmann: affordable professional upright and grand pianos made in Europe and sold worldwide. New model presented at the Music Fair: W.Hoffmann Professional 114.**

The W.Hoffmann 114 P upright boasts an impressive sound volume although its case is quite compact. This exquisite piano is certainly no less impressive than the bigger models from the W.Hoffmann Professional series. Its soundboard with a special design, its professional hammerheads and its excellent sound projection arouse the admiration of advanced pianists, who also appreciate its brilliant and elegant touch and well-tempered acoustics.

Meticulous material selection, mature overall design and processing by expert pianomakers are the hallmarks that make the W.Hoffmann 114 P an instrument of outstanding quality. One thing is for certain: you won't find a comparable piano made in Europe at such an affordable price.

All the instruments in the W.Hoffmann Professional line stand out with their sturdiness, impressive sound volume and beautiful voice. These upright and grand pianos made of exquisite, carefully crafted materials are the affordable alternative to the top-segment Bechstein instruments.



[» Download WH Professional 114 \(6 MB\)](#)

**Main assets of the W.Hoffmann Professional 114:**

- Acoustic assembly with a special design for minimal energy loss
- Uprights fitted with agraffes
- Cast-iron frame of superior quality design and engineering
- Large, carefully processed soundboard to optimise sound projection
- Back frame of the uprights made of reinforced beech multilayer plywood to optimise sound stability
- Full-length ribs in the bass section, fitted with resonance bar
- Regulation according to professional standards
- Intonation performed by a concert technician according to professional standards
- C. Bechstein keyboard and action engineering and geometry
- Very smooth, professional touch thanks to optimised lever ratios
- Anti-slip key surface
- Hammerheads processed using a special technique and fitted with high-quality felt
- Weight/dimensions ratio optimised to obtain a particularly powerful sound volume



[>> Download WH Professional 114 Detail 1 \(3,5 MB\)](#)

[>> Download WH Professional 114 Detail 2 \(4,7 MB\)](#)

## ***C. Bechstein Pianofortefabrik Berlin AG and C. Bechstein Europe s.r.o.***

The C. Bechstein brand is a living legend with a brilliant tradition. These upright and grand pianos of outstanding acoustic quality are masterpieces made in Germany since 1853. The company offers product lines to suit nearly all budgets that meet the requirements of professional pianists, conservatories and music aficionados alike. The instruments are marketed by a global dealer network; in Germany complemented by fourteen C. Bechstein Centers. The C. Bechstein AG headquarters are located in Berlin, while the production site and the R&D centre have moved to Seiffhennersdorf, Saxony, in 1992. C. Bechstein Europe s.r.o., the Czech subsidiary of C. Bechstein AG located in Hradec Králové, manufactures the various models of the W.Hoffmann brand. Together, both businesses have 350 employees, making Bechstein one of Europe's leading manufacturers of upright and grand pianos.

C. Bechstein Europe benefits from the piano-making expertise of its German parent company. The W.Hoffmann instruments are among the handful of piano-brands made in Europe that are sold all over the world, including Asia. Moreover, the W.Hoffmann uprights and grands made by C. Bechstein Europe feed on the rich Czech musical tradition that has already produced such outstanding composers as Antonín Dvořák, Leoš Janáček, Bohuslav Martinů and Bedřich Smetana.



[>> Download Qualified employees of C. Bechstein Europe \(10 MB\)](#)

### **Press contact**

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