

# Premier

# 2003 NEWS UPDATE



## PREMIER SERIES... THE EVOLUTION OF SOUND

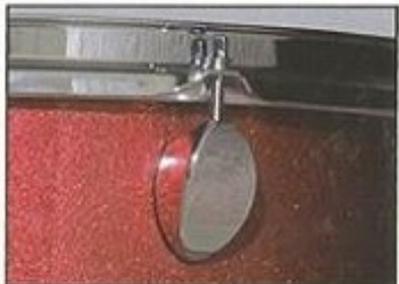
The heart of every drum is the shell. The selection of quality wood, the exactness of its shell construction and the bearing edge, along with the care taken during finishing are the mandatory components needed for a great drum to evolve.

For over 80 years this philosophy has been the foundation of all Premier drums helping to give artists such as Keith Moon (The Who), Paul Cook (Sex Pistols), Steve White (Paul Weller) and Scott Phillips (Creed) along with many others their individual sound.

Premier continues the evolution of great sound by offering the complete drum series...Premier! Hand crafted in England you can select from 6mm thick Birch, Maple or Gen-X shells, all 3mm undersize, with or without laminated support rings (not Gen-X). All toms are fitted with an improved ISO mounting system.

Hand polished lugs (with intergrated plinth and anti-rattle nut retainer) and pewter badges, along with die-cast claw hooks (with moulded rubber plinths) enhance the character of this series.

A selection of finishes are available including cool wraps, sensational sparkles and classic lacquer and satin wood stains.



# Drumset & Hardware

## ARTIST SERIES

It's that feeling you get when you first sit down, put your foot on the bass drum pedal, and lay the beater right into the drum head. Instantly you know your drums are going to sound right. Premier Artist Maple and Artist Birch drums have that right sound built in every tom, snare and bass drum. The care taken in forming the shells, the cutting of each bearing edge, and the polishing of every finish is all part of the end result, great sounding drums. Add in Premier's new Rok Lok tom holder that puts infinite positioning at your fingertips and the ISO mounting system to enhance your drums overall sustain. The set ups offered are tailored to fit your individual sound and playing situation.



- Artist Maple / 6 ply 100% maple, toms, bass drums, snare drums.
- Artist Birch / 6 ply 100% birch, toms, bass drums, snare drums.
- New 2296 Rok Lok tom holder.
- Improved Premier ISO mounting system for added tom sustain.
- New Premier tom mounting Bracket with built in memory lock
- Everplay by Remo drum heads.
- Artist Maple finishes, Rosewood (RW), Sapphire (SL), Topaz (TL), Natural Satin (NX)
- Artist Birch finishes, Rosewood (RW), Sapphire (SL), Burnt Orange (OG), Natural Satin (NX)

## 3000 Series

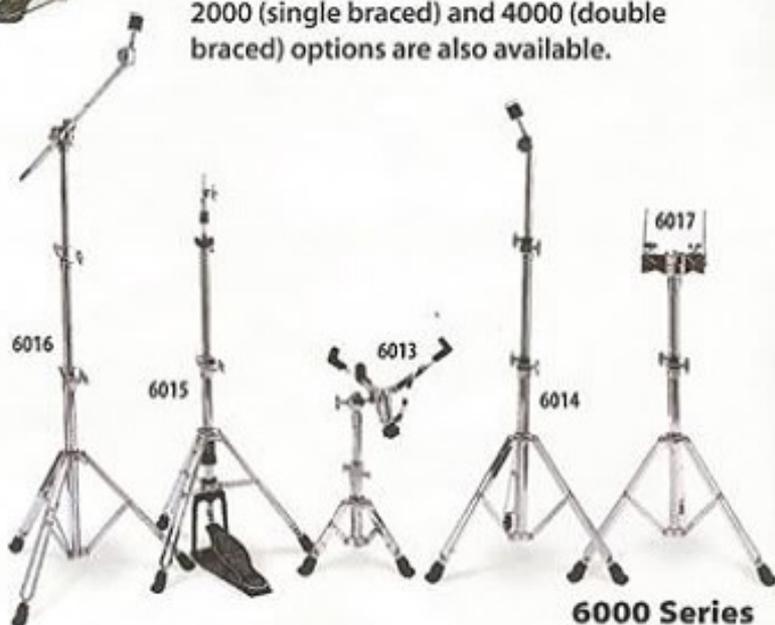
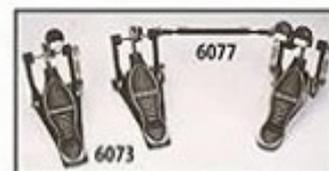
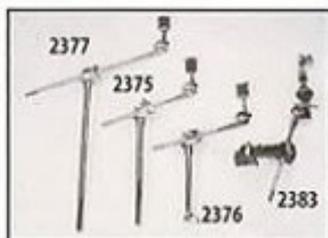


## HARDWARE

Premier hardware is simple, tour worthy and adaptable. The 6000 series has all of the right features, nylon sleeved memory locks, non-slip wing screws for adjustment and easy readjustment, and disappearing booms.

The 3000 series is the double braced lightweight giant. A full line of multi clamps, add on booms, single pedals, double pedals and tom stands.

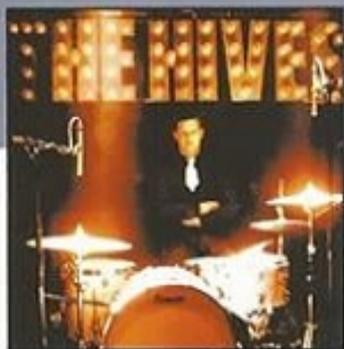
2000 (single braced) and 4000 (double braced) options are also available.



6000 Series



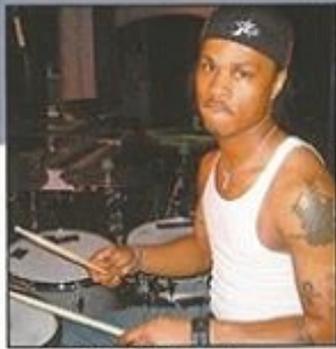
Gene Lake/Meshell Ndegeocello



Chris Dangerous/The Hives



Van Romaine/Enrique Englesias

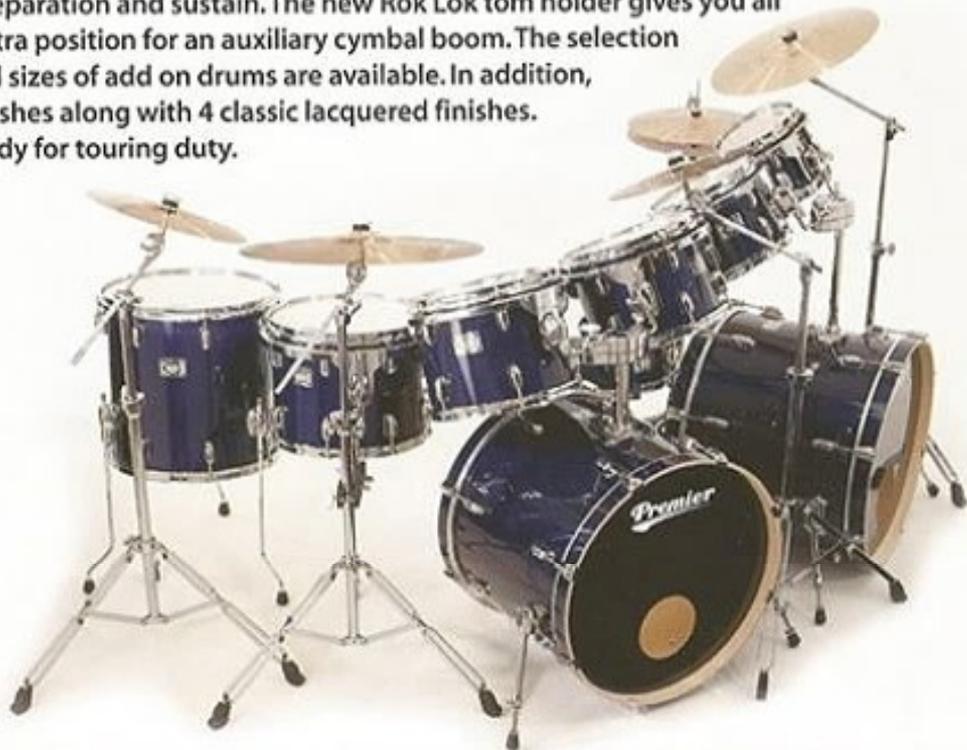


Eric Tribbet/Vivian Green

## CABRIA SERIES

Starting to play the drums does not mean your set has to be a "beginner" set, why not start at the top! Cabria Drums have all of the right features. 7 ply Mahogany shells that produce fat, clear tones supported by the Premier ISO mounting system allowing for great separation and sustain. The new Rok Lok tom holder gives you all of the tom settings needed plus an extra position for an auxiliary cymbal boom. The selection of set up choices is endless because all sizes of add on drums are available. In addition, Cabria offers 4 great-looking wrap finishes along with 4 classic lacquered finishes. All hardware is double braced and ready for touring duty.

- 7 ply Philippine mahogany shells
- Separate individual tension casings, less metal contact with shell.
- Premier ISO mounting system for added tom sustain.
- New 2296 Rok Lok tom holder.
- Cabria finishes, Black (BK), Metallic Blue (MB), Metallic Silver (MS), Metallic Wine Red (WR).
- Cabria lacquer finishes, Emerald (GL), Rosewood (RW), Pacific Blue (BC), Topaz (TL).
- All hardware packages (2586) include as standard 2 boom stands.



## MODERN CLASSIC

Looking back through the history of snare drums only a handful stand out above the rest, Snare drums that have attained legendary status amongst drummers, producers and vintage drum collectors. All were built by craftsmen whose passion for making drums was endless and who knew that using only the finest of materials in the process would produce a great sounding instrument.

- Shell materials, Brass, Steel, Maple & Birch (6 ply / 6mm)
- Precision cut bearing edges 2.5mm 45-degree counter cut with a radius of 0.5mm
- Classic tube lug design
- 2.3mm steel hoops
- Nickel strainer and butt plate
- Everplay (by Remo) AM coated batter and hazy snare side drum heads.

