

# GEWA music Acquires Global License for Gretsch Drums

Adorf, Germany – January 16, 2024

GEWA music proudly announces the acquisition of the global licensing rights for Gretsch Drums from Drum Workshop, Inc (DW) and the Gretsch family. This move solidifies GEWA music's position as a leading developer and manufacturer in the drum industry. Building on its existing European distribution responsibilities for Gretsch Drums since 2015, GEWA music now extends its reach globally, encompassing development, manufacturing in the USA and China, and worldwide marketing.

Tracing its history back to 1925, GEWA music nears a century of success and innovation in the development, production, and distribution of various musical instruments. Since the early 1980s, GEWA music has been committed to drum development and production with its own manufacturing facilities in Asia. Today, GEWA music is divided into five divisions: GEWA Keys, GEWA Strings, GEWA Winds, GEWA Guitars, and GEWA Drums, with each division specializing in the development, production, and marketing of specific instruments and related accessories. The acquisition of the Gretsch Drum license marks the realization of a dream to operate as a developer and manufacturer in all segments.

In an official statement, GEWA music extends its gratitude to DW for their long-standing, trustworthy partnership. This collaboration signifies a new chapter in GEWA music's history, strengthening its ties as a family business with the Gretsch family.

**Chris Lombardi**, CEO of DW, expressed positivity about the agreement: “We are very proud of the work we have done to grow the Gretsch Drums brand since we acquired the Gretsch license in 2015. GEWA Music has been successfully distributing Gretsch Drums in Europe for many years and will be an ideal partner for the Gretsch family to take over the exclusive manufacturing, distribution, and marketing license globally.”

**Fred Gretsch**, owner of the Gretsch brand, emphasized the importance of this partnership: “We are pleased to announce that effective January 16, 2024, all worldwide marketing, manufacturing, and distribution of Gretsch Drums will be managed by GEWA music. Dinah and I first visited the GEWA music headquarters in Germany in early 2016. As the new distributor for Gretsch Drums in Europe, we were enthusiastic to view their operations in person. In the years since, they have grown the Gretsch Drums business in Europe by an order of magnitude. This newly signed worldwide agreement will surely allow them to do the same around the world. Congratulations to the GEWA music worldwide team from the Gretsch Family.”

**Hans-Peter Messner**, CEO/Owner of GEWA music, commented: “GEWA music and the Gretsch family are eagerly anticipating a successful future and are excited about the joint opportunities arising from this significant collaboration. GEWA music will continue to maintain all international distributions of Gretsch Drums for the foreseeable future. The Gretsch Drums factory in Ridgeland (SC), previously managed by DW, will be taken over by GEWA music USA. From there, instruments manufactured in the USA will be directly supplied to North American retailers or shipped to foreign distributors. Hal Leonard will continue to act as the distribution partner for Gretsch Drums produced by GEWA music in China.”

## **About GEWA music**

Since its establishment in 1925, GEWA music has evolved into a premier developer and manufacturer in the musical instrument industry. With nearly a century-long history, this family-owned business has ingrained innovation, production, marketing, and distribution in its corporate DNA. GEWA music is a global market leader, serving retailers and distributors across virtually all musical instrument categories. The company is organized into distinct divisions: GEWA Keys, GEWA Strings, GEWA Guitars, GEWA Winds, and GEWA Drums, each specializing in the development, production, and marketing of specific instruments and accessories. Renowned for producing professional instruments such as string bow instruments, digital pianos, and digital drums, as well as specialized cases for musical instruments, GEWA takes pride in its "GEWA Made in Germany" line, produced at the company's headquarters in Adorf, Germany. Products under "GEWA German Engineered" or "PURE GEWA" are expertly manufactured in GEWA's own facilities in Asia. Since 2020 GEWA music is the proud owner of the renown and legendary guitar brand Ovation where production takes place in New Hartford, CT. The central warehouse of GEWA is strategically located at the headquarters in the heart of Europe, effectively meeting the demands of European and international distributors and retailers. In the USA the central North American logistics center is located in New Hartford, CT. GEWA's extensive presence includes subsidiaries and offices in almost every European country, as well as the United States of America and China. As a multilingual entity, GEWA music is proficient in over 14 languages, enabling seamless communication and the creation of marketing content tailored to regional needs and demands for each division of the company.