

What's at the heart of your amp restoration, repair and mod business?

When an amp comes to you for service, which best describes your method?

- ▶ Merely making an amp operational again? Or...
- ▶ The *value-added* approach of upselling improvements, tweaks and enhancements?

You're the expert in your customer's eyes and he often depends on you to not only fix his busted amps, but deliver the best possible tone and reliability from his gear.

Here's your chance to truly impress your customers by making tonal improvements they never imagined possible. And the best part is how easy **Mercury** makes it for you to become their "go-to-guy."

"My customer just loved the sound of his 'new' old amp with its *Mercury* transformers. I must admit that I was mightily surprised at the sound. That little *Deluxe* sounds HUGE and will likely become this customer's favorite amp (of his 15 odd vintage amps). You can quote me on that, and by all means pass the word along."—John Templeton

Transformers 101—Design Matters

The simple truth:

- ▶ Ordinary quality *transformers* are not only hot-running and unreliable but they give an amp inconsistent (drift), thin, brittle and lifeless sound.
- ▶ Premium **Mercury transformers** are reliable, run cool and give you amazing levels of harmonic response and dimension.

Ordinary *transformers* are at the root of many difficult to diagnose amp problems, not just tone. Excessive noise and heat, tone drift, and reliability

issues are just *some* of the symptoms you should be aware of.

When a *transformer* dies you've probably always ordered a replacement from the amp's manufacturer or a parts distributor. Have you noticed that you never hear any

tonal improvement with their generic-sounding *transformers*? And how replacements often further degrade an amp's tone?

It's not your fault!

You've only been offered replacement *transformers* from whatever was available—rather than what amps actually need to perform at their best. A dirty little secret is that they just don't get it—so, they've cut way back on *transformer* quality for purely economic reasons. Tonal quality is not a first consideration. In fact, it's not even on their radar!

On your next repair, mod or restoration, try something new. Forget about those anemic other *transformers*—give **Mercury** a call. We offer you a whole *new world* of golden-voiced designs to be explored. Everything from "clones" of the best-sounding vintage gear ever made to the latest tonally-enhanced models. Give your customers something that'll blow their minds (and help your business grow!) go with **Mercury**.

Join **Mercury's** Service and Support Network (SSN) Program

As more and more musicians discover the awesome tone of **Mercury transformers** we're getting bombarded with requests to install replacements or upgrades for everything from modern tube amps and reissues to classic old amps. Although that's great news, our business is designing and making transformers, not installations and service.

We're looking for qualified amp techs and music stores with amp service departments to become **Mercury** distributors and service centers.

There's nothing better than customer loyalty. Aside from making it possible for the amps you work on to sound better than they ever have, we can help build your business by:

- ▶ Referring new customers to you.
- ▶ Providing you with educational and **FASTTRACK** tech support.
- ▶ Special discounts on **Mercury** products.
- ▶ Support advertising and promotional materials to aid sales.

Our expert tech support team will also help you with the all-important "which *transformer* to use" decisions. The time to start learning about the benefits of high quality transformers is now—call us today! Ask for the **Service & Support Network (SSN)** manager. He'll answer any of your questions and if it sounds like a good idea to you, he'll get you started on our **SSN** program.

Transformer sets for every amp, from the most popular to the most obscure.

Mercury designs and builds custom transformers for virtually every tube-based guitar amp ever made—including these best-sellers!



Fender Deluxe Upgrade Iron

For reissue and Silverface *Deluxe* amps **Mercury** offers over:

- ▶ 14 different *output transformers*
- ▶ 27 different *power transformers*
- ▶ 5 different *chokes*
- ▶ And our famous best-of-breed *Blackface reverb transformer!*

The tonal combinations are mind-boggling! And keep in mind that these are **ToneClone** designs from the *crème de la crème* of the *Tweed*, *Brown* and *Blackface* era amps—along with several spectacular **Axiom** variants for players who want *more* than vintage tone.

Although you may only have a single transformer to replace, consider **Mercury transformer** sets for the biggest tonal and reliability improvements: **Mercury's tuned and matched transformer sets are designed to create the ideal working environment for your amps. Once an amp is freed from its low-quality magnetics, the circuitry can be opened up to reveal the design's full potential. Again, the results can be startling.**

Remember, only **Mercury** offers you a large variety of *transformer* and *choke* options for almost any amp. If you are looking to match a specific tone, or just not sure, discuss it with your **Mercury** rep. He'll guide you in for a safe landing.



Marshall 50 Watt Upgrade Tranny Sets

Imagine if you could pick from the best-sounding *Marshalls* ever made to find *The One*. For almost three decades **Mercury**

has been on a quest to do just that. We've worked with the top players and amp collectors from around the world to locate the amps with *the magic*.

Hearing a **Mercury**-modded *Marshall* can be an emotional experience! Just talk to any musician who has swapped his amp's wimpy stock trannies with **Mercurys**.

Mercury gives you not just one, but many tonal and power flavors to choose from—each with its own distinct tonal characteristics. In our design inventory there's currently over 11 different *output transformers*, 14 different *power transformers*, and 10 different *chokes!* And every one of them is a "best-of-breed" component—including our legendary clones of the original **Radiospares transformers!** With **Mercury**, you have the pick of the litter.

Want to hear how truly amazing a *Marshall 50 Watt* can sound? Next time you have one on your bench try A-B'ing **Mercury transformers** against any other maker. There's no contest.

For repairs, mods and restorations of the *Marshall 50 Watt* family give your **Mercury Service & Support Network (SSN)** manager a call!

Can you really get recording-quality amp tone for less than \$400?

Yes! And *transform* forever what you thought you knew about guitar tone.

Inside the greatest-sounding amps ever built lies *buried treasure*. The source of this *profound* and amazing amp tone is the *transformers*. Pro-quality *transformers* are not easy to make and they are also expensive. When an amp builder is unaware of, or chooses to ignore this fact by installing cheapo *transformers*, the resulting tone tells the tale.

To prove the point, **Mercury** has designed a **Mercury Mod** for the remarkably inexpensive *Valve Jr.* amp (combo or head). This demonstration upgrade kit features *high-end* pro-quality performance transformers like those in great-sounding amps costing anywhere from hundreds to thousands more.

Our upgrade is the lowest-cost introduction *ever* to the wonderful world of *boutique* amplifiers. This means your customers *can* experience pro-grade tone with all of the feel and expanded range-of-control the pros enjoy—at a unprecedented price!

With the **Mercury Mod** it's an amazing little amp, but it's also a perfect sales-aid demonstrator of the dramatic tonal improvements only possible with **Mercury transformer** upgrades. Call now to inquire.

"The amp tech was floored with the *Mercury Mod*. He couldn't believe the tone. I highly recommend this insanity!"—Craig Lunsford

