

What you ^(and your amp tech) should know about **Mercury** **transformers and your tone...**

Mercury offers you several very different brands of uniquely-designed premium **transformers**—each with its own distinctive **tonal** characteristics and **tonal** flavors.

Premium **transformers** provide the foundation for more sonic dimension, bloom, sparkle and articulation... the building blocks of great **tone**. Discover the major role these vital components play in the shaping of your amp's feel in your personal quest for **tone**.



A battle-ready Marshall upgrade with **Mercury's NEW UTM** (Universal Transformer Mount).



ToneClone Series: Re-discover and re-experience exceptional vintage tone. **ToneClone transformers** are exact genetic duplicates from the most sought-after and coveted tube amps of all time. **Mercury** engineers reproduce every detail and nuance of these best-of-breed **transformers**—a process we've been refining and improving upon for decades.



Radiospares Series: The original *Marshall*- and *VOX*-style **Radiospares (RS) transformer** designs. Ask any British guitar amp aficionado about **Radiospares** and they'll bend your ear for hours about the best-sounding *VOX* and *Marshall* amps ever made.



Partridge Series: The company that set *the* standards when they pioneered audio **transformers** in the U.K., **Partridge** is best known for their role in vintage *Hiwatt* amps, and remain amongst the most preferred and revered **transformers** of British amps of that era.



APS (American Pro Series): **Transformers** optimized specifically for *today's* amps and *today's* tubes. **APS** corrects many of the design limitations* of stock **transformers** to give you the most your amp can offer. **APS transformers** will make your modern amp more reliable and better sounding.

***APS** exists because of power, tube production issues, as well as design and chassis "real estate" limitations of many modern amps. **APS** was developed because not all modern amps can be upgraded to handle the full-on benefits of our other **transformer** brands.

Axiom Series: For players who are looking for a whole lot *more... more* bloom, *more* overtone color, and awesome **tonal** depth. If you've been looking for something new... or a radical demonstration of how outstanding **transformers** can affect your sound... prepare to be blown away!

Mercury Vintage (Transformer Restoration Service): If the **transformer** of your prized vintage amp has died... or is losing **tonality**... **Mercury** can restore it to its original condition for you. Our decades of accumulated experience, proprietary technologies and attention to detail assures that your restored vintage **transformer** will look AND sound exactly as it did originally. Thousands of professional musicians, technicians and studios, from all over the world, depend on **Mercury** and regard our restoration services as their only option. Call us for more information.

Mercury Custom Shop: Your source for custom **transformer** designs. No matter what your requirements, if you want it designed and built correctly—talk to us. **Mercury** has a well-earned reputation for the best-sounding and most reliable **transformers** in the industry. When you really care about using only quality components, you need **Mercury transformers** onboard. No one else comes close.

And there you have it... **Mercury** is actually an entire family of exclusively **tone**-based **transformer** designs. If you are serious about improving your **tone**, you now know who to call.

Axiom



All **Mercury** transformers are 100% designed and handmade by us, right here in sunny Los Angeles California, U.S.A. They're the **ONLY** transformers with a full **Money-Back Tone Guarantee**—and the industry's **ONLY 10-Year Warranty!**

www.MercuryMagnetics.com
Players who know **tone** insist on **Mercury transformers** ⚡ Est. 1954

(We're building them *even better now* than they did in the '50s and '60s!)
Call or email **Paul** or **Patrick** today! (818) **998-7791**