

Vandoren Goes with the Flow

Contributed by Colin Murray

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Vandoren is now shipping all their reeds for clarinet and saxophone in their innovative FlowPack packaging. Introduced in 2005 in boxes of 30, the FlowPack seals each reed individually to preserve the ideal humidity conditions until the reed is used. Those ideal humidity conditions, by the way, exist in Vandoren's state-of-the-art, eat-off-the-floor factory just a couple of miles from the beaches of the Cote d'Azur in southern France. (Next time you open a FlowPack, open it under your nose and get a whiff of the good life. It's cheaper than a vacation!)

Retailers in North America are gradually replacing their stocks of the traditional packaging with the FlowPacks, and new reed displays are coming, too.

For more information, go to www.vandoren.com