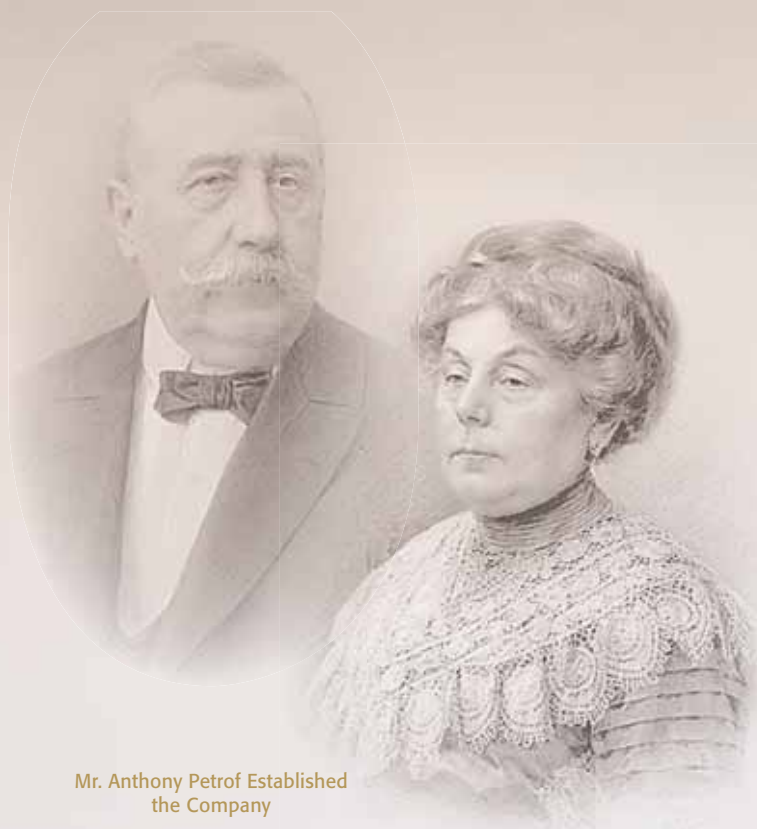


PETROF BRAND FAMILY



Mr. Anthony Petrof Established
the Company

Mrs. Mary Petrof Authorized
agent of the Company

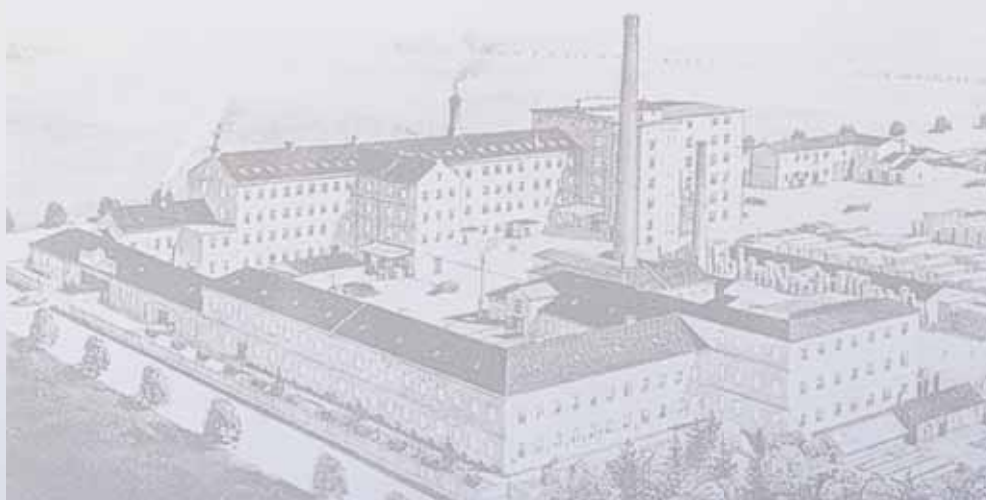
PETROF, spol. s r. o.

PETROF, spol. s r. o., is one of the leading European piano manufacturers. Its biggest export markets include the USA, Canada, France, Germany, Italy, Russia, Japan, Australia, but also Taiwan, Hong Kong and many others. The company has already produced over 600.000 instruments during more than 140 years of its history.

Since 2007, all instruments of PETROF brand are marked with the new, EUROPEAN EXCELLENCE seal (abbreviation: EEX). This designation is primarily the evidence of European origin of the instrument, long lifetime, professional service and high use value.

The own production has quickly developed over the past decades so that there has been a great increase in production. The traditional handicraft skill of highly qualified and creative specialists has remained up to now. It is necessary to carry out the assembly and important operations individually. The precise industrial production using up-to-date machinery is linked with the professional skill of the most experienced craftsmen who give the instrument special features and above all characteristic tender, romantic and noble sound.

Factory in early
20th century



PETROF®
PIANOS SINCE 1864

www.petrof.com



Major European Manufacturer

PETROF BRAND FAMILY

Rösler[®]

RÖSLER – design by PETROF

The history of the Rösler company and brand goes back to the second half of the 19th century and begins with the large Rösler family of north Bohemia and Saxony. The year 1878 is considered the official date when the Rösler factory was founded by Gustav Rösler. Ludwik Gatter bought the company from his sister Helena Rösler in 1900 and successfully presented his instruments to the international markets. Rösler instruments were sold even in Great Britain and South Africa.

The company flourished after the creation of independent Czechoslovakia. Ludwik Rösler died in 1928 but left two able successors, his sons Reiner and Walter. Both were top piano experts and first-class designers as well as efficient businessmen who exported Rösler pianos to 18 European countries.

During the 70 years of existence of the Rösler family factory, the Rösler brand built such a strong position that its reputation survived for another 60 years after the factory closed. After more than 115 years after its creation, the Rösler brand was acquired by PETROF, a leading European piano manufacturer.

SCHOLZE – design by PETROF

SCHOLZE[®]

We can find roots of the Scholze family company as well as of the Scholze brand back in the second half of the 19th century in the German-Czech borderland, in the towns of Warnsdorf, Jiřkov and Ústí nad Labem. As a matter of interest, the company founder Franz Scholze, being young then, got into the piano industry just by a chance. Because he was manually skilled, his neighbour asked him to shorten his piano. Although he did not have any experience, he successfully managed to do that. What is more, this craftsmanship attracted him insofar that he got trained in the piano craft in German companies and pursuant to historical sources, he established his own piano firm in 1876 (12 years after the PETROF company had been established).

The success of his business activities is proved by 6,140 opus numbers during the 30-year existence of the company, i. e. by 1906. The Scholze company was constructing instruments of its own design. Upright pianos of 5 sizes, from 110 cm up to concerto upright pianos up to the height of 142 cm and grand pianos of 5 sizes – from 140 cm up to orchestral grand pianos of the size of 280 cm. These instruments started to compete with the already established makes of August Förster, Rösler and PETROF.

WEINBACH by PETROF

Weinbach[®]

In 1887, a craftsman Gerhard Wein established a workshop for production of organs in Weinbach area. After a short time he employed two young assistants, workers skilled in Wien as piano builders. Therefore in 1893 he changed his production and started to build only pianos. His reputation was spread not only in Europe, but he also exported to American market. Both his sons continued in this business. They did it not only for a living but also as a hobby. Other descendents devoted their lives to building of pianos too. That is why Weinbach brand still has an excellent image and Weinbach instruments an exceptional sound.

At the of the last century, PETROF company took the Weinbach brand into its make portfolio and thenceforward has been evolving it.



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Major European Manufacturer