



G. STEINBERG

BERLIN 1908





BERLIN W. Viktoria Luise - Platz

Willkommen bei Gerhard Steinberg Pianoforte Fabrikanten Welcome to the House of Gerhard Steinberg pianos



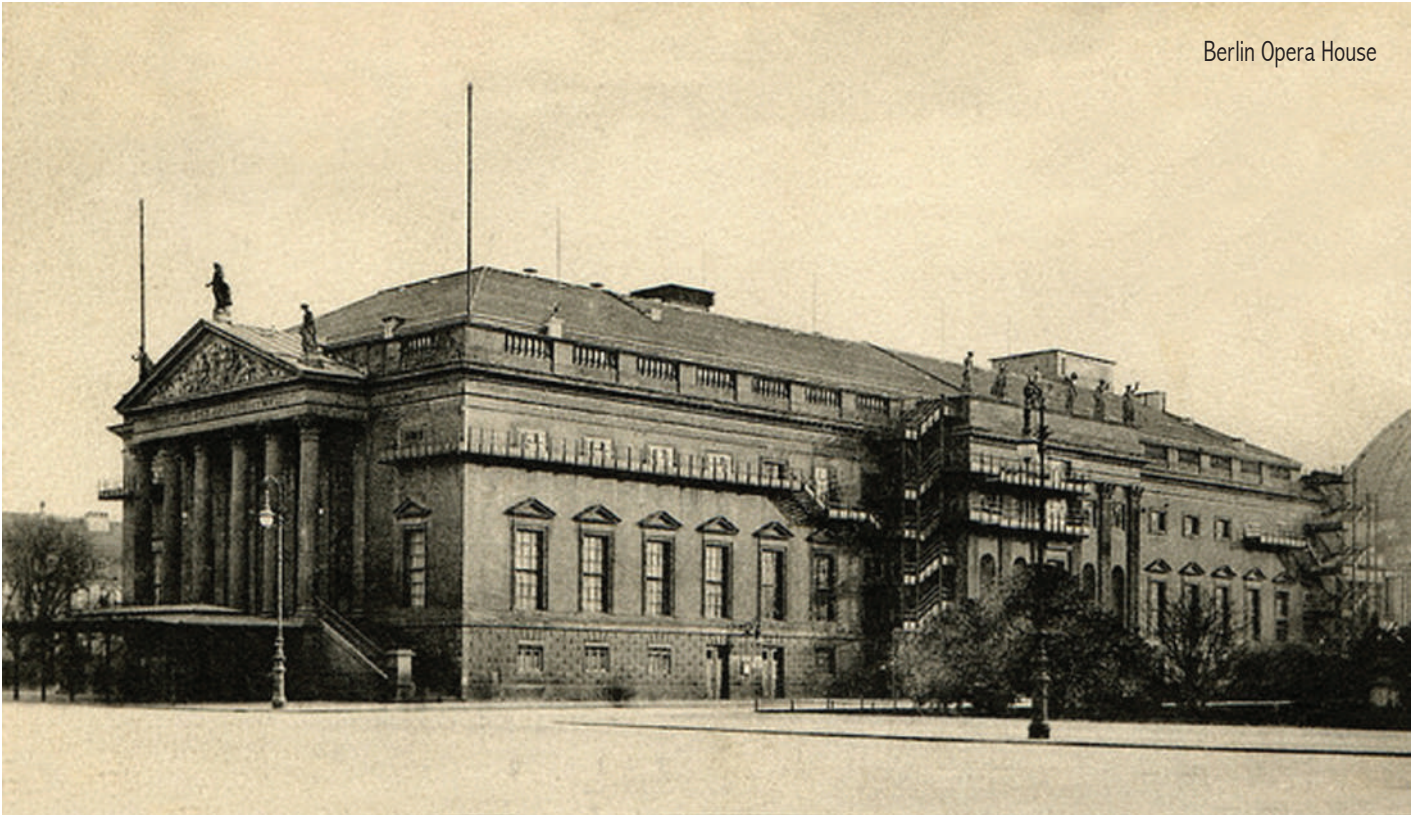
It was on a leap year at the beginning of the 20th century (1908) when the first Gerh. Steinberg pianos were introduced to the world. And what a year that was!

Ernest Shackleton set sail from New Zealand for Antarctica (Nimrod Expedition). Robert Peary set sail for the North Pole while Frederick Cook claimed to have reached the North Pole earlier in the year! The 1908 Summer Olympics were held in London with Italian Dorando Pietri winning the marathon in one of the most dramatic arrivals of the Olympic history, only to be disqualified soon afterwards for receiving assistance. Wilbur Wright flew in France for the first time demonstrating true controlled powered flight in Europe, Henry Ford produced his first Model T automobile and child Emperor Pu Yi ascended the Chinese throne at age 2. Exciting and challenging times; even more so for Gerh. Steinberg! In that Germany of the 4 Kingdoms, 6 Grand Duchies, 7 Principalities, 5 Duchies and 7 Colonial Governors, Gerhard Steinberg commenced their piano manufacturing operation in Berlin. Over a century later, a lot has changed in the world but little has changed over the quality of the G. Steinberg pianos.

In the following pages we have tried to include information which we believe will help you learn more about us, our pianos and the piano (as an instrument) in general. We hope you will enjoy reading about it all and we look forward to welcoming you in one of our dealers' stores; whether in Europe, Asia, the Americas, Africa or Australia.

Meanwhile, keep making music. The world needs it.

Berlin Opera House



Gerhard Steinberg was established in 1908 as Steinberg & Co. in Berlin, Germany. In its long history of over a century, the company has been known for producing fine quality instruments at very competitive prices.

The company has gone through several hardships over the years, such as the two world wars and the great depression, but always managed to overcome each of the hurdles with success. The quality of the work force and their dedication to the product has always been the company's greatest asset.

However, the changes of ownership from 1984 thru 2003 did little for the development and further growth of the company. It wasn't until the turn of the 21st century (2003), when piano entrepreneur Ronald Gerdinus Bol from the Dutch capital city of Amsterdam purchased the complete ownership of the 95-year-old firm, that the future of Gerhard Steinberg pianos seemed to be bright again.

A merger with famed manufacturer "Gebrüder Perzina" subsequently followed and together, Perzina and G. Steinberg undertook the important task of reviving the product. Manufactured in the same facilities with the Perzina pianos since then, carrying most of the original Perzina designs and material and incorporating all of Perzina's vast technical knowledge and expertise, the Gerhard Steinbergs have never been in safer hands.

Ideal for the entry level, with outstanding price-performance ratio and beautifully designed cabinets, the G. Steinberg pianos offer an enjoyable playing experience at a very competitive price. Almost 3000 upright and 500 grand pianos are produced in our facilities every year, a number which by some "standards" (mainly of other piano manufacturers) might be considered as small. Yet, as Greek philosopher Aristotle noted over 300 years BC, "Οὐκ ἐν τῷ πολλῷ τὸ εὖ, ἀλλ' ἐν τῷ εὖ τὸ πολὺ" which practically translates into "it's not about the quantity, but the quality"!

The importance surely does not lie in the quantity of the products, but lies in the quality of each of them. Each of our pianos is a meticulously hand-crafted instrument which needs an average of 1 year to complete, follows the exact same traditional German techniques as laid down by Gerhard Steinberg and the Perzina brothers and carries the vast technical knowledge of generations!

Today's "Gebrüder Perzina Hof-Pianoforte-Fabrikanten" where all G. Steinberg pianos are being produced, is a large piano manufactory with over 33,000m² of buildings that accommodate all stages of production; from framework to soundboards and from action building to cabinetry. In this piano-friendly facility, 300 expert craftsmen work methodically to produce the hand-built instruments we deliver to the world.

We pay meticulous attention to the materials we use, all of which are carefully selected (soundboard, keys, action parts, hammers, strings, timber, metals, lacquers) so they can deliver the warm European sound each of the G. Steinberg pianos evokes, and the touch that all pianists love and expect from our instruments! Further to incorporating the best methods with the finest material, many top-class German master technicians have worked on the designs of the G. Steinberg pianos, elevating their quality to the highest level possible. Innovative developments on many technical aspects have been made over the past 100 years and our current production is the ultimate example of this non-stop quest for perfection.

Sound

Much like a beam of light, sound can be crystal clear or blurred and distorted. And as with light, sound is nothing more than waves of energy travelling through a medium. All Gerhard Steinberg pianos are specifically engineered to deliver a truly breath-taking sound; fully balanced, clear and pure!

Soundboard

Light and flexible, yet strong and durable, the G. Steinberg piano is uniquely engineered with a soundboard that helps deliver a truly breath-taking sound: fully balanced, clear, pure and strong with a deep and resonant bass.

Keys and action

Responsive touch and action are the elements needed to ensure the perfect connection between the artist's mind & body and the instrument. G. Steinberg pianos use non-slippery and non-reflecting keys which are individually calibrated, balanced and regulated in weight and depth. The action is designed to the highest demands and manufactured with the finest of material to ensure its responsive touch and superior playability.

Hammers and Strings

Only premium German hammers of the highest quality available are used in all G. Steinberg pianos; individually and manually voiced by our master German piano technicians. The strings (also German) are made with the highest quality pre-stressed steel and copper. The moment the hammers touch the strings, a fully balanced spectrum of sound and emotion unveils itself.

Timber

The rim is made of several layers of veneers that come from around the world especially for our pianos. The pin block's many layers are glued diagonally onto each other to maintain its strength and safeguard its durability. The bridge is made of solid spruce with hardened top layer plies. Because of its hard texture and light weight, it transports the clear and pure sound directly to the soundboard which is made of the same wood.

Metals

Each of the G. Steinberg pianos uses the highest class of German Rösseau strings, chromed nickel reverse torque German tuning pins and original classic vacuum and/or sand-casted iron frames of the highest standard. The grand pianos are equipped with the Duplex Aliquot Scale System, allowing the timbre to sound brighter and more harmonically accurate.



The Upright

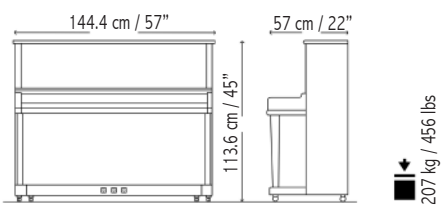
The first appearance of a stringed instrument (stick zither) was made during the Paleolithic period, and in fact this was nothing more than a hollow reed with a thread tied on the edges. The main feature of the piano family - the keyboard - made its appearance much later, namely around the 14th century. The first clavier instrument was the clavichord - an instrument with very thin, weak sound, thus limiting its use to smaller areas. A couple of centuries later, the next instrument of this kind made its appearance, the harpsichord. It was in 1709 that the first piano was constructed by Italian musical instrument maker Bartolomeo Cristofori (1635-1731) of Florence.

The 19th century was particularly important in the evolution of the piano. The instrument's range was increased, the time the hammer needed to return to its original position was reduced, the material covering the hammers was improved and the upright piano was invented!

American inventor John Isaac Hawkins (1772-1855) was the first to see the importance of using iron in pianoforte framing. Hawkins used an iron frame, invented and produced for the first time in history the "portable grand" as he then called the upright (or vertical) piano, which he patented in 1800. Thomas Jefferson bought one such piano, of 5½ octaves, for \$264.

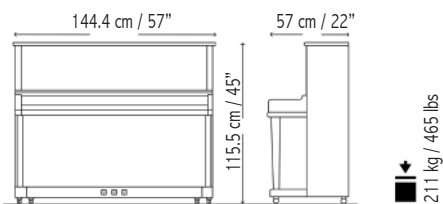


GS-111 NICOSIA



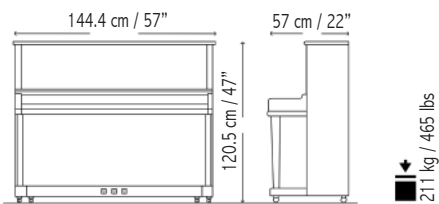
“Klein, aber fein” (small but fine) as we would say in German! Named after Cyprus’ lively and vibrant capital city which covers an area of 111km², the G. Steinberg “GS-111 Nicosia” is an instrument which delivers a pleasant touch with a balanced and rich sound and is the perfect start to the line of upright pianos. Inexpensive yet not cheap; small yet adequate, the 114cm / 45” is the perfect instrument for any student and/or studio.

GS-115 SLATE



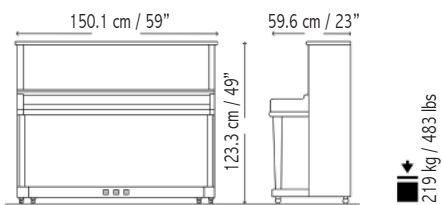
This 115cm / 45" piano packs an extraordinary complexity for its size. G. Steinberg's commitment to maintain high material quality even when competing against lower-cost alternatives has meant that anyone can now enjoy the benefits of materials such as the Austrian White Spruce; a highly valuable wood, almost exclusively used for the ultra-high end of the piano industry. Musicians are treated to an intriguingly complex tone full of warm mid-tones and clear but subtle highs. The dynamic range of the piano is substantial, but still appropriate for a smaller living space, making the "115 Slate" the perfect piano for apartments, homes or practice rooms.

GS-119 SPLENDIT



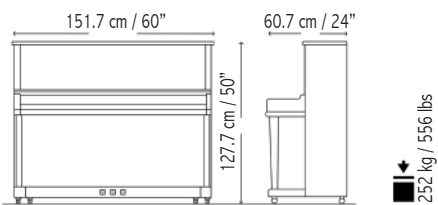
So many times pianos under a certain pricepoint are chronically bright or 2 dimensional. Although it will take you years to truly discover all that the "119 Splendit" has to offer, fears of these two characteristics are quickly assuaged. With its strong character, beautiful tone, responsive action and beautiful looks, this 121 cm / 47" piano is far from generic. It is built with meticulous attention to the finest of details, just like each and every one of the G. Steinberg pianos. After all, it's the splendid addition to a fine collection!

GS-123 PERFORMANCE



At 123cm / 49", the "123 Performance" is aptly named. This piano has a #1 bass string in excess of some baby grand pianos, and a fullness of sound normally reserved for expensive performance uprights. The main difference, of course is the "123 Performance" is available at substantially less! Designed with a wide range of applications in mind: a major practice studio, a personal performance instrument, a rehearsal room, a centerpiece at home, the "123 Performance" will be a pleasure and delight to own and play; whatever your application.

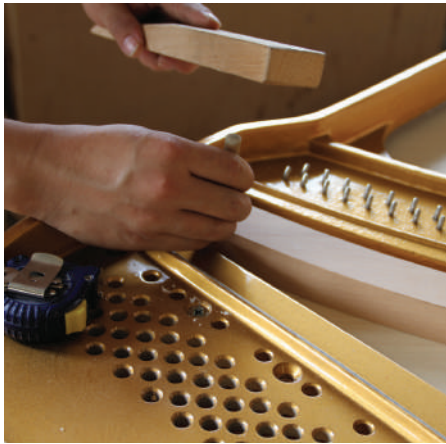
GS-126 SIENNA



For an experienced pianist, a well-crafted full-size upright piano can be just as satisfying to play as a baby grand. And the “126 Sienna” is that and more. It is of a size and quality that many families would be wise to keep for a lifetime, yet you won’t need a lifetime to pay for it. The piano is very responsive and the player immediately feels in control of a substantial instrument. The sound gives a brooding chocolate-like color to the sound and it’s evident that this 128cm / 50” piano has so much more to offer than its commanding exterior.

G. Steinberg

...the inside story!



Philosophy and Values

At Gerhard Steinberg, customer satisfaction is as equally important as the quality of our pianos. In order to ensure that, we...

1. Commit ourselves to our customers!

If our piano is used by a six-year-old beginner at home or a renowned classical pianist who performs on the world stage professionally makes little to no difference to us. In our eyes, they're both pianists and they deserve the very best.

From the initial design of the piano to its final production, our customers are constantly part of the process since what drives our motivation and inspiration is the enjoyment our pianists take when they come in contact with our pianos. Our aim is to help each and every one of our customers realize their full potential. What is important to them is of vital importance to us!



2. Respect the environment!

We are a company fully committed to the environment and as such, we conduct our business in an environmentally responsible manner. Wood, metal, felt, glue, lacquer and much more, travel from around the world to our production facilities for the manufacturing of our pianos. However, our respect for the environment is enormous and we strive to protect the planet and deliver a better world to our children. We are as concerned about the threats posed by climatic change, pollution, and other issues of similar nature as any global citizen and we constantly work towards reducing our impact on the environment and protecting the forests, the rivers, the flora and fauna the world over.



3. Develop and Improve through continuous change!

We respect our past and we take each and every step forward with one eye constantly focusing on our history and our company's great achievements. However, another eye is turned to the future and looks at the new challenges that unfold before us. Only when the two (past and future) are well balanced, like the perfect yin and yang, we can be certain of a successful outcome.

Great companies have perished as they failed to adapt to new practices while others have had similar fate only because they turned their back to their history to chase the unknown! We respect and learn from our past; yet we set sails to shape the future and continue delivering a piano that will offer maximum pleasure to all that come in touch with it.



The Grand

Since the beginning of time, music has been an integral part of human life. The first piano was built in 1709 by Italian musical instrument maker Bartolomeo Cristofori (1635-1731) of Florence. Starting in 1690, Cristofori experimented with replacing the harpsichord's pincers with hammers. The fact that the first sample appeared almost 20 years later can only mean that the idea went through several steps of processing and developing. Cristofori created an instrument with a clearly improved mechanism; the most important element of which was the use of hammers for the production of the sound, thus allowing the musician to color the piece since he could now determine just how loud or soft the sound would be by the force applied on the key! Cristofori named his invention "Gravicembalo col Piano e Forte" which simply means: harpsichord with soft and loud! Due to its new features, Cristofori's invention was immediately called Pianoforte, until the first part of the word prevailed over the other and became known simply as... piano!

The modern piano's unlimited sound potential, its power and yet its sensitivity, its large range of over seven octaves which no other instrument can match, classify it as the most important of all musical instruments built by man; making the grand piano the "crème de la crème"!

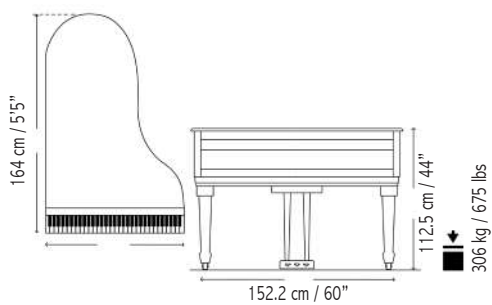


GS-152 SOVEREIGN



It's the dream of every musician and homeowner - to have your very own baby grand. Few other purchases in life will feel as satisfying; it truly does signal the arrival of success. The "152 Sovereign" is far more than a well-earned centerpiece though. To owners lucky enough to welcome it, this 156cm / 5'1" piano also brings a musical performance that outplays many instruments even twice its price. Just like the rest of the G. Steinberg line, the "152 Sovereign" features hand-crafted Austrian White Spruce soundboards, 5-year cured hornbeam actions, hand-wound bass strings, and virgin-wool hammers.

GS-160 STOCKHOLM



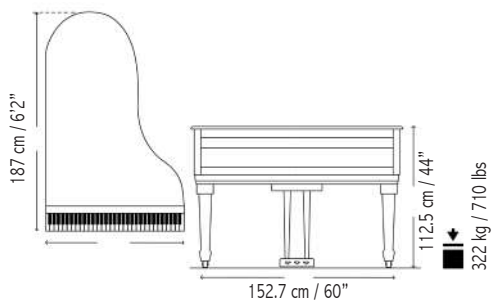
When a grand piano is needed, and an advanced musician is involved, it's often prudent to consider larger sizes beyond a baby grand. Think of the "160 Stockholm" as the performance class to the "Sovereign". Similar in every way except size and power, the "160 Stockholm" (164cm / 5'5") will never hold you captive musically. If you are considering a performance grand for a smaller space, make sure you have a chance to experience this piano. Its [entirely competitive] action and [much richer] tone will win you over with the first encounter.

GS-175 SCHWERIN



The moment G. Steinberg's path crossed with that of the famed piano manufactory of "Gebrüder Perzina", it felt only natural to name one of our pianos after Schwerin; Perzina's founding city in Northern Germany. The 178cm / 5'10" model was the obvious choice as it stands for all that the Perzina brothers believed in: "to build a piano with an outstanding sound, beautiful design and the ability to offer pleasure for generations to come; all at an affordable price". The "175 Schwerin" delivers that and more, at a size which is just perfect for diverse settings or needs. No matter what its use might be, domestic or professional, this piano is destined to amaze.

GS-187 AMSTERDAM



For the vast majority of families and homes that will own a grand piano, it simply doesn't get much better than the "187 Amsterdam". There are many unique and defining features of this beautiful 187cm / 6'2" instrument, including its square tail configuration, its super-overstrung scale design and of course G. Steinberg's famous use of Austrian White Spruce for its soundboard. When the aesthetic needs and musical needs are both of paramount importance, the Amsterdam will always be in the running.



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Dealer Stamp