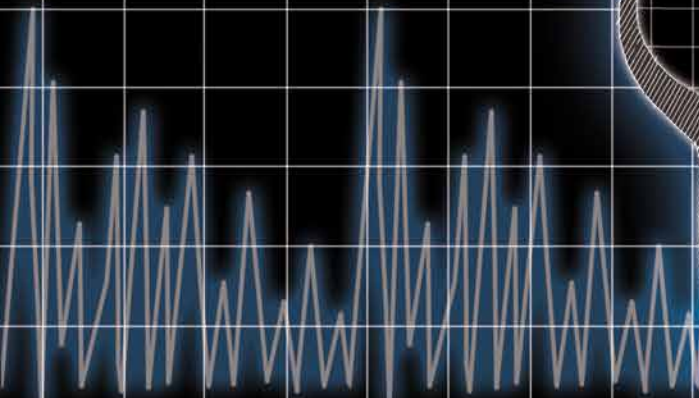


**SQ1**

**SONOR®**



**SQ1**

# FEEL THE SOUND.

» When we design drums, our intention is to continuously improve the acoustic quality in any given situation. We do not stop at wood selection or shell configuration. Many factors influence the acoustic performance: shell material and construction, drum head selection, tuning, mounting, room acoustics, individual perception and much more.

For SQ1 we worked closely with Chris Coleman and other Sonor artists in the development of this new drum series. The input from a professional players point of view provided many important insights.

As a first step we looked for a shell material that would meet the request for a very balanced sound. Our choice was birch because of its characteristic high end frequencies and clearly defined low-end. In blindfold tests we tried many different types of shell construction, from pure birch to hybrid versions. The pure birch

shell came out as a clear winner in all test situations. Then we went out to look for a birch variety that would meet our CLTF and OSM shell making standards and found a unique European birch that stood up to these demands.



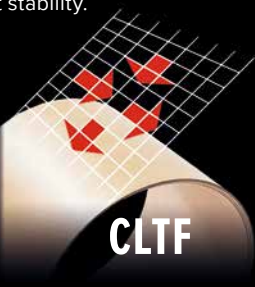
SQ1 shell made of pure European birch



Humidity is constantly controlled at Sonor's timber warehouse.

## THE STORY BEHIND CLTF AND OSM

Drum shells need to act as solid acoustic unities as the foundation for a great drum sound. We use cross-laminated plies of birch to form a perfectly round shell with great stability. Each ply is laminated at a 90° angle to allow for a shell that is tension-free. Sonor's tension-free shells would keep their round shape even if they were cut in half from the batter to resonant side.



CLTF

Our OSM shell construction (Optimum Shell Measurement) utilizes slightly undersized shell diameters to give the drum head the space to float freely, allowing unrestricted contact between the bearing edge and the drum head.

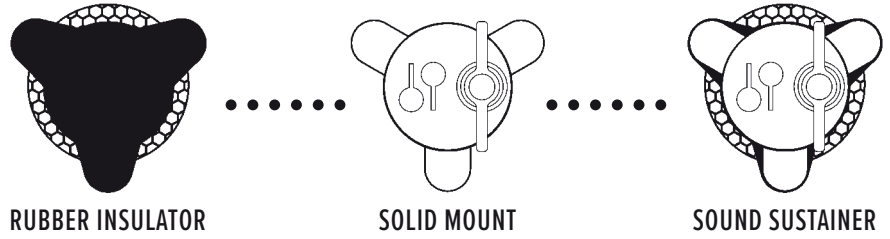


OSM



Sonor artist Chris Coleman and Master Drum Builder Horst Treude in the Sonor factory Germany

# HEAR THE DIFFERENCE.



As a next step we wanted to find a drum mounting solution that would affect the resonance and sustain of a drum as little as possible while having a small footprint and great stability. Inspiration came from the automotive industry where vibration-control technology is used for engine mounting systems among others. What we developed was a unique concept of mounting toms and floor toms that integrates rubber insulation within the mount to avoid any shell-to-mount contact. Scientific research shows the considerable improvement in extended sustain compared to traditional mounting methods.



## ANATOMY OF A SOUND SUSTAINER

Sound Sustainers offer an integrated insulation/mounting solution. Made of heavy duty composite rubber that originated in the automotive industry the insulation layer has a unique hexagon structure. It is combined with a metal prism clamp for extra firm grip. Sound Sustainers were prototyped using advanced Selective

Laser Sintering (SLS) technology. It is a highend 3D printing process that allows to integrate complex geometries within the construction components straight away. Due to its integrated design, Sound Sustainers need minimal footprint for maximum sound enhancement.

Composite rubber insulation layer

Metal mount with prism clamp mechanism

### The SLS 3D Printing Process

- 01: CAD data from Sonor's R&D department is used.
- 02: The SLS system uses a layering process on high-melt polymers at temperatures of up to 385 °C.
- 03: The prototype is cleaned with air to remove remaining powder.
- 04: The finished prototype consists of layers of powder material.

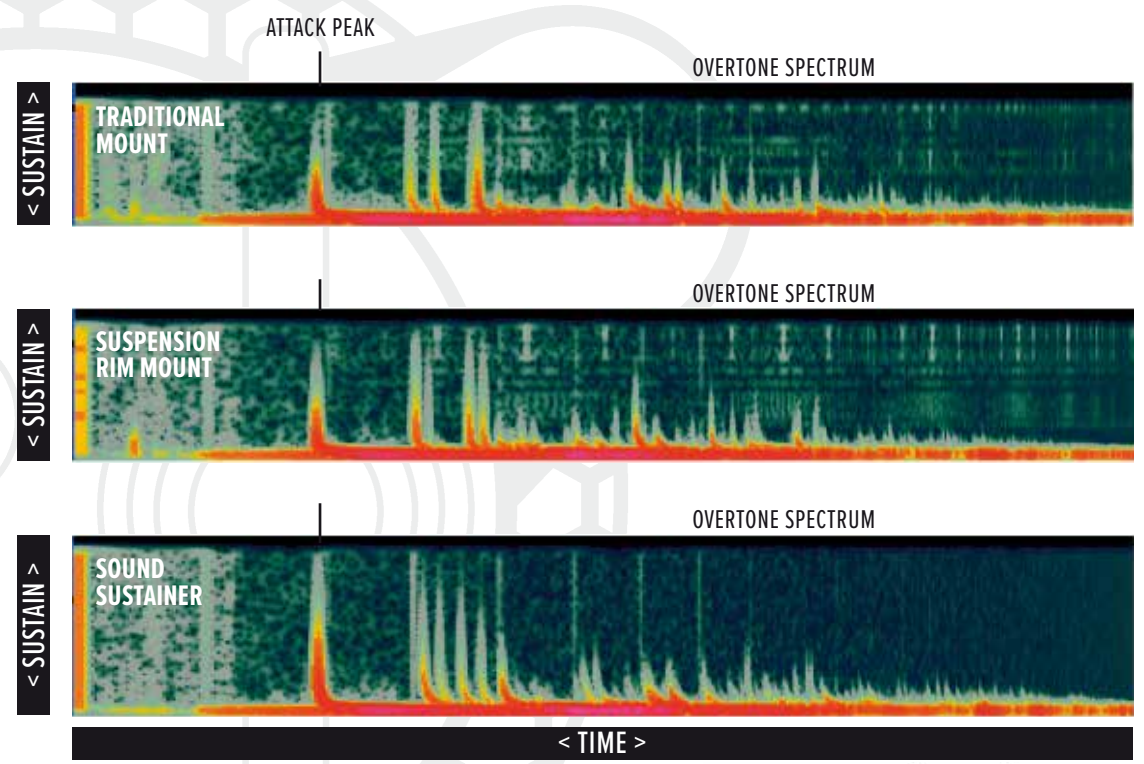


Philipp Rabe (Sonor R&D), Chris Coleman and Frank Boestfleisch (Sonor Product Manager)



# DON'T TRUST US...

» When designing a product, we put a lot of “Gehirnschmalz”\* into each step. We carefully think about what every part does to sound, usability and function. And while our intentions are always to produce the best performing instruments possible, sometimes you want the word from a different horse’s mouth. So, for SQ1 we’ve teamed up with renowned German microphone manufacturer Beyerdynamic. We’ve sent two of our best people to their sound lab in Heilbronn, Germany, with an array of SQ1 drums, outfitted with different types of tom mounts – including the Sound Sustainers. The test results indicate that we’ve nailed our initial idea: Designing a mount that considerably enhances sustain of both tom toms and floor toms so you get more “uuhhhhmm” out of your drums. Much more. But see, or rather hear for yourself.



Traditional mounts show weaker fundamental attack and short sustain

Suspension rim mounts offer better sustain

Sound Sustainers enhance sustain and provide clearly defined fundamental tone and a clean overtone spectrum

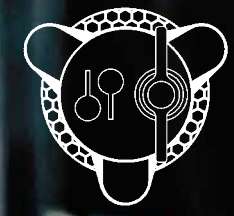


The acoustic research was done at Beyerdynamic’s sound lab.

For acoustic research precision devices allow the measuring of the complex vibration modes of a drum head.

\*Gehirnschmalz – German for “grey matter” or “savvy”

# TRUST YOUR EARS.



# INSPIRED BY CLASSICS.

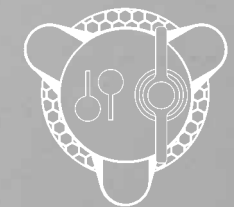
» From the classic racing tracks of Europe to the Malecón in Havana, our inspiration for the look and feel of our new SQ1 drum series came from many sources. Inspired by vintage car designs we put together a palette of four unique lacquer finishes. Each of these colors is precision hand lacquered at the Sonor factory and finished with a special matte coating that gives each drum its exclusive touch.



- All SQ1 drums are hand lacquered and finished at the Sonor factory in Germany in an 8 step process:
- 01: inside protective sealing
  - 02: applying the outside sealing
  - 03: inside smoothing and additional sealing
  - 04: outside smoothing
  - 05: 2 day drying process
  - 06: additional smoothing
  - 07: color lacquering
  - 08: 1-2 days drying process



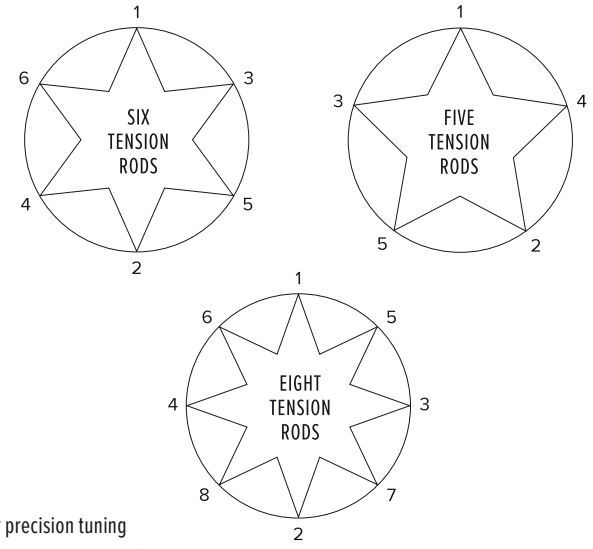
Photo frames: fotolia.com



# THE ART AND SCIENCE OF DRUM TUNING.

» Drum tuning techniques can be as individual and unique as each artist. Your selection of shell material, drum sizes, heads and mounts all are important components of a drum sound. How you tune your drums, how you use muffling techniques and where you play your set further influence the sound experience. We have asked some of our artists to provide some insight into their approach to tuning and their individual sound preferences. If you are interested in the science of drum acoustics check out Moritz Albes book “Die Stimmung der Trommel” (The Tuning of a Drum). It describes the way a drum sound is created physically and how precision tuning combined with that knowledge can lead to better tuned instruments and hence better sounding drums.

■ For more information visit [sonor.com/sq1](http://sonor.com/sq1)



For precision tuning use the ,opposite-lug' method for the sequence of tightening the tension rods



**ALEXIS NUÑEZ** SONOR

*“I use Remo coated Emperors on my toms, CS dot on my snares, and PST4 coated on my bass drum. As birch kits are more focused with less sustain I like to tune with little, if any, dampening. Making the overall sound of the drums ideal for studio work.”*

*“When playing birch drums I've always got on a set of Vintage Emperor double ply heads as I've already got enough attack from the shells. On floor toms I like to detune a lug for a bit more texture in the sound and on my bass drum I'll detune the two left side lugs. With resonate heads I'll tune a set of clear Ambassadors a tone higher.”*



**JOSHUA BLACKMORE**



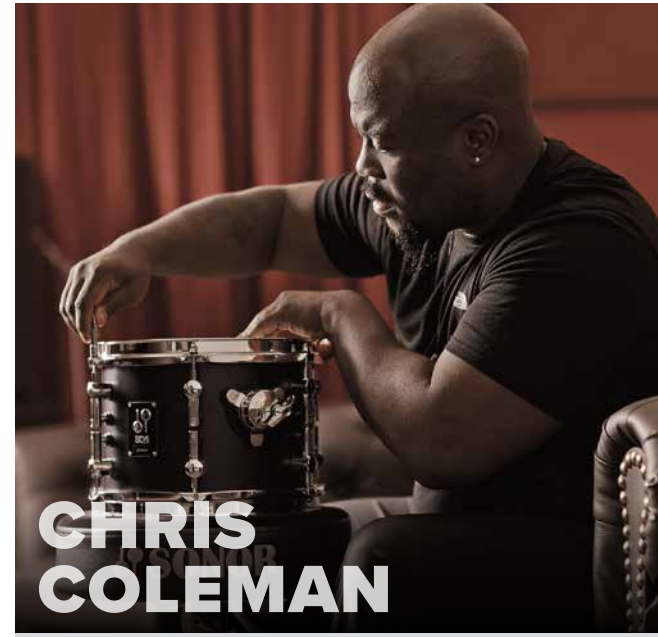
**RYAN VAN POEDEROOYEN**

*“With any recording I've done with birch drums, I've always used the combination of a single ply G1 Evans Batter Head and an Evans resonant Bottom Head. From tuning the top and bottom head the same pitch, I always get a defined, well balanced tone with beautiful sustain from every birch drum used.”*

*“In general I tune the toms bottom heads slightly higher than the top, always make sure that when I tap the tom with my finger I can hear a clear consistent tone! When I need the vintage warm sound, I use the Evans Calftone 56 on all drums... and tune them higher and even on top and bottom heads!”*

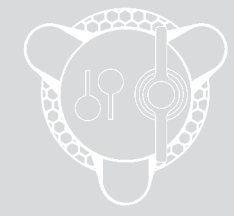


**NIR Z**



**CHRIS COLEMAN**

*“For SQ1 I choose EVANS EC2/top and G14/bottom (both clear). They give me all the fat tone and sing, the way I desire to hear them. This head/shell combo has become a go-to lately, studio & live.”*





# CHRIS COLEMAN



*“The SQ1 birch shells have that really big sound, with great versatility and full tone – even at lower tension ... these drums roar!”*

*Chris Coleman*

Full SQ1 performance video is available on [sonor.com/sq1](https://sonor.com/sq1)

# LEGENDS ARE CREATED IN SELECT PLACES.

» No, we didn't go to London to test SQ1 drums in a studio setting. But we invited two Sonor artists, **Alexis Nuñez** from The Kooks and **Joshua Blackmore** from Strobes, to the Frankfurt based Abbey Road Institute, one of the 7 locations of the new education initiative from the legendary Abbey Road Studios. The brand new, state-of-the-art studio facility includes both a live recording space and

professional-standard control room. Here we found the perfect conditions to let both Alexis and Joshua get their first hand experience on SQ1 drums.



Photo frames: fotolia.com

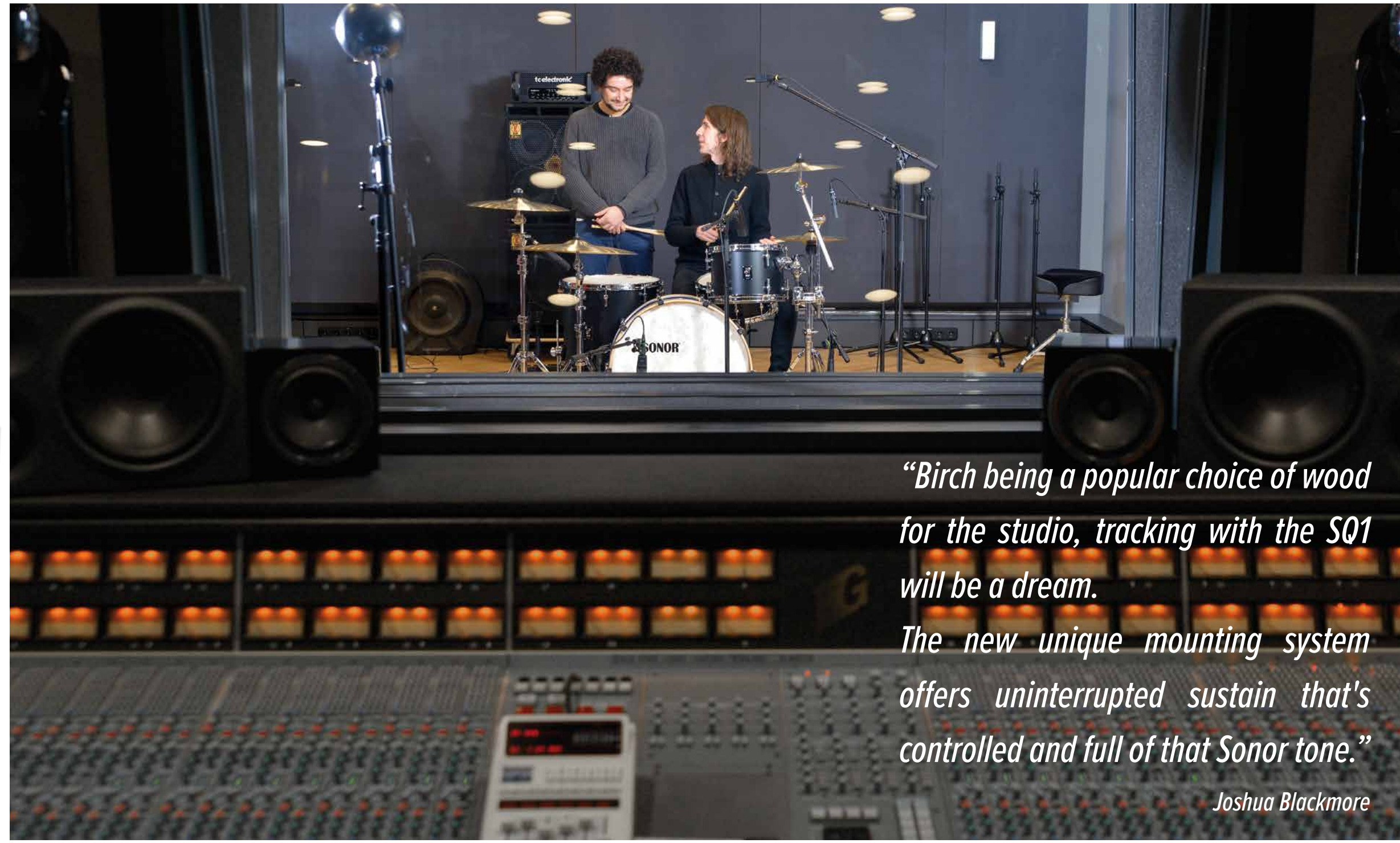


**Alexis Nuñez/The Kooks** | A self-described "pop" band, their music is primarily influenced by the 1960s British Invasion movement and post-punk revival of the new millennium.

With songs described as „catchy as hell”, The Kooks have experimented in several genres including rock, Britpop, pop, reggae, ska, and more recently, funk and hip-hop. (Wiki)



Since graduating from the Royal Academy Of Music in 2008 Joshua has toured across the globe and worked collaboratively with Strobes, Squarepusher, Troyka, Django Bates, Aurora and BBC Concert Orchestras and many more. He aims to succeed in the rare feat of bringing serious technical instrumentation to diverse musical genres such as electronica and progressive jazz.



*“Birch being a popular choice of wood for the studio, tracking with the SQ1 will be a dream.*

*The new unique mounting system offers uninterrupted sustain that's controlled and full of that Sonor tone.”*

*Joshua Blackmore*

Learn more about Alexis, Joshua, SQ1, and the Abbey Road Institute at [sonor.com/sq1](http://sonor.com/sq1)



# NIR

# Z



**Nir Z** is a well-established studio-session drummer known not only for his incredible studio chops and dynamic live presence, but also for the amazing energy he can bring to any musical situation.

His seventeen years in NYC and seven years in Nashville Tennessee led him to record and perform with major artists such as John Mayer, Genesis, Chris Cornell, Billy Squier, Alana Davis, Ray Wilson, Blake Shelton and many others.

Nir is also busy in his own personal recording studio using his vast experience to produce tracks and play drums and percussion for musicians all over the world.

*“Having great sounding drums is the first thing you need in the studio. With endless tuning options and such a warm and powerful tone, the Sonor SQ1 has become my first choice”*

*NIR Z*



# RYAN VAN POEDEROOYEN

» “Birch drums have been my ‘go to’ choice when it comes to recording in the studio. I’ve recorded many Devin Townsend records and studio sessions with that rich birch sound. The boosted high frequencies, slightly reduced midrange and excellent low-end punch best describe what birch drums are all about.

In my opinion and experience, a birch shell has this naturally equalized sound that covers all the frequencies required for many styles of music, in a live or studio scenario. With the SQ1 series, you’ll get everything I described about that birch sound along with expert craftsmanship, innovation and high standard German engineering, that Sonor has been known for, for over

a century. If you want a high quality, beautiful sounding and easy to tune drum kit for all scenarios and styles of music, look no further than the Sonor SQ1 drums. I highly recommend these drums, they live up to what you expect from a birch drum combined with that Sonor legacy ... That’s a combination that’s hard to beat!”

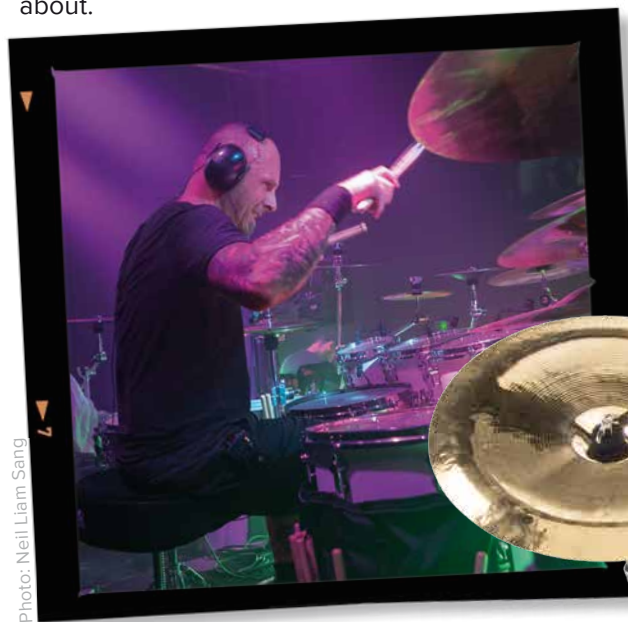


Photo: Neil Liam Sang

**Ryan “RVP” Van Poederooyen** is the drummer for the Devin Townsend Project DTP. He has performed as a studio/session drummer on many albums/singles for label acts and independent acts around the world. He has been a session drummer for producers such as Brian Howes (Nickelback, Hinder, Puddle of Mud, Daughtry), Chad Kroeger (Nickelback), Rhys Fulber (Fear Factory, The Tea Party, Josh Groban) among many others.

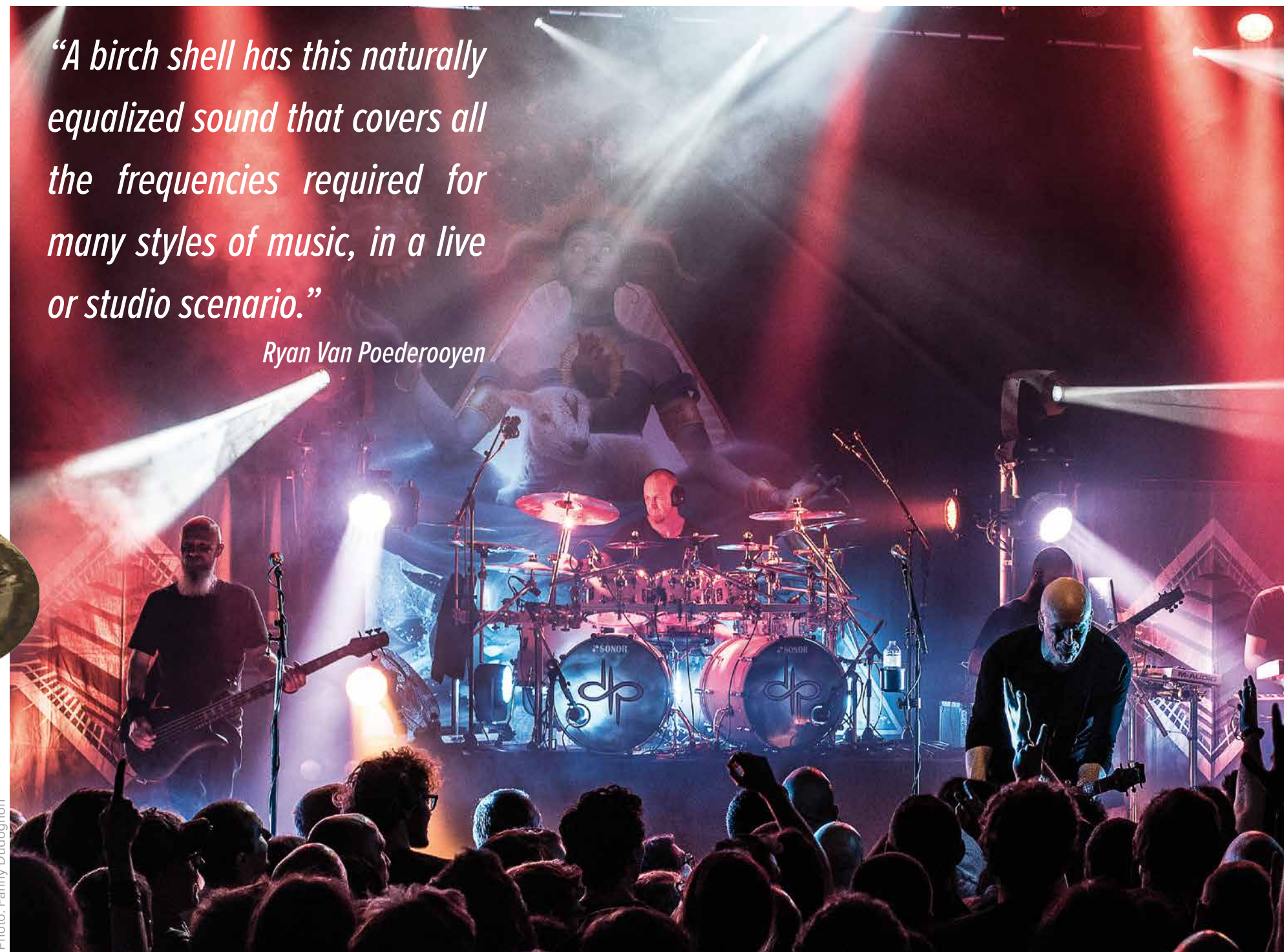


Photo: Fanny Dudognon

*“A birch shell has this naturally equalized sound that covers all the frequencies required for many styles of music, in a live or studio scenario.”*

*Ryan Van Poederooyen*

# SQ1 FINISHES



**GTB | GT BLACK**  
WITH NATURAL BEECH HOOPS



**CRB | CRUISER BLUE**  
WITH WALNUT HOOPS

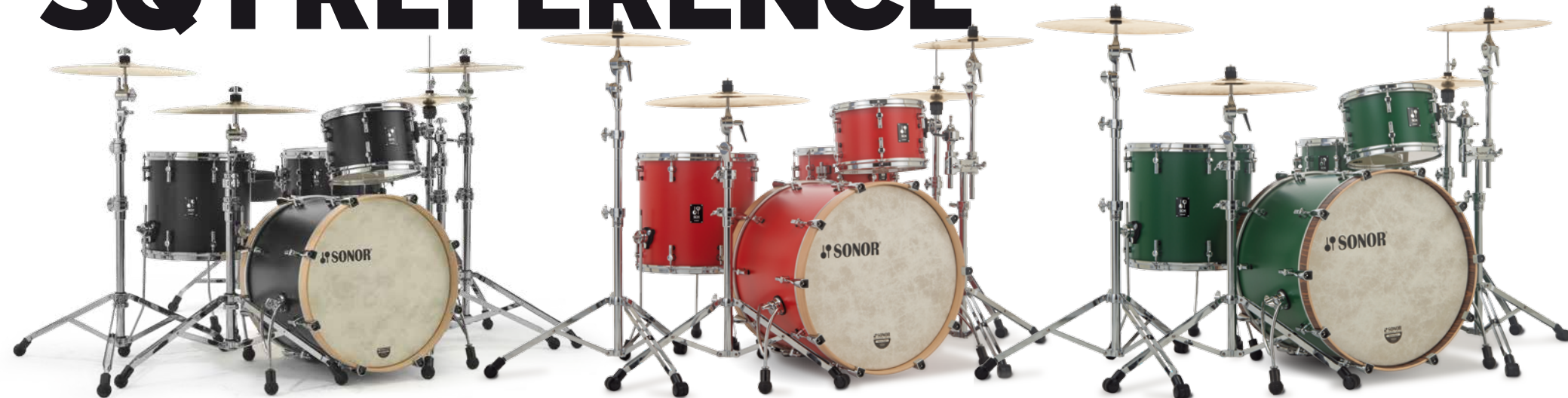


**HRR | HOT ROD RED**  
WITH NATURAL BEECH HOOPS



**RGR | ROADSTER GREEN**  
WITH WALNUT HOOPS

# SQ1 REFERENCE



**SQ1 SET**  
**SQ1 320 SET NM\*** SHELLSET / BD 20" / TT 12" / FT 14"

**SQ1 SET**  
**SQ1 322 SET NM\*** SHELLSET / BD 22" / TT 12" / FT 16"

**SQ1 SET**  
**SQ1 324 SET NM\*** SHELLSET / BD 24" / TT 13" / FT 16"



**SQ1 SNARE DRUM**  
**SQ1 1465 SDW** SNARE DRUM 14" X 6.5" / DUAL GLIDE



**SQ1 TOM TOMS**  
**SQ1 0807 TT** TOM TOM 08" X 07" / SOUND SUSTAINER  
**SQ1 1007 TT** TOM TOM 10" X 07" / SOUND SUSTAINER  
**SQ1 1208 TT** TOM TOM 12" X 08" / SOUND SUSTAINER  
**SQ1 1309 TT** TOM TOM 13" X 09" / SOUND SUSTAINER

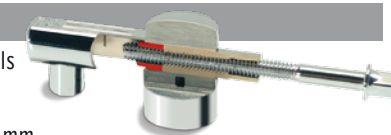
**SQ1 BASS DRUMS**  
**SQ1 2016 BD NM\*** BASS DRUM 20" X 16"  
**SQ1 2217 BD NM\*** BASS DRUM 22" X 17.5"  
**SQ1 2414 BD NM\*** BASS DRUM 24" X 14"

\* = NO MOUNT

**SQ1 FLOOR TOMS**  
**SQ1 1413 FT** FLOOR TOM 14" X 13" / SOUND SUSTAINER  
**SQ1 1615 FT** FLOOR TOM 16" X 15" / SOUND SUSTAINER  
**SQ1 1817 FT** FLOOR TOM 18" X 17" / SOUND SUSTAINER

## SQ1 FEATURES

- 100% European Birch shells
- BD shells: 10 ply, 10 mm
- SD, TT & FT shells: 7 ply, 7 mm
- **TUNESAFE** system - maximum tuning stability
- **CLTF** tension-free shell forming process
- **OSM** slightly narrowed outside shell measurements
- 45° bearing edges
- **SOUND SUSTAINER** mounting system on all tom toms and floor tom leg brackets
- **DUAL GLIDE** snare strainer mechanism
- 4 different matte lacquer finishes
- Bass drum hoops with different finishes (Natural Beech and Walnut)
- All bass drums without mount
- Remo USA Ambassador Coated batter heads and Ambassador Clear resonant heads (snare drum, tom toms & floor toms)
- Remo USA Powerstroke P3 Clear batter head Powerstroke P3 Fiberskyn resonant head with "off-set" SONOR logo (bass drums)



# THE SONOR ARTIST FAMILY

## AUSTRALIA

Joe Accaria > *Human Nature* /David Campbell  
Alex Carapetis > *Wolfmother*  
Dave Goodman > *Independent*  
Evan Yako > *Recording Artist*

## AUSTRIA

Klaus Brennsteiner > *Parametrix*  
Werner Groisz > *The Les Humphries Singers*  
Christian Lettner > *Basic Jazz Lounge*  
David Piribauer > *Independent*  
Reinhard Schwarzingler > *Independent*  
Harald Tanschek > *Independent*

## MALAYSIA

Martin Ngim > *Independent*

## BENELUX

Herman Cambré > *Clouseau*  
René Creemers > *Drumbassadors*  
Wim De Vries > *Drumbassadors*  
Hans Eijkenaer > *The Voice Of Holland*  
Juan van Emmerloot > *Stef Burns*  
John Engels > *Independent*  
Mark Eshuis > *Independent*  
Arend Niks > *Independent*  
Gregory Pantophlet > *Independent*  
Ed Warby > *Independent*  
Sander Zoer > *Delain*

## SWEDEN

Mikkey Dee > *Motörhead* /*Scorpions*  
Tomas Haake > *Meshuggah*

## FRANCE

Mickael Boudoux > *Independent*  
Jacques Bourbasquet > *Independent*  
Frederic Degré > *Independent*  
Claude Gastaldin > *Independent*  
Christian Grassart > *Independent*  
Jo Hammer > *Independent*  
Marc Jacquemin > *Cock Robin – FLOX*  
Christian Monthieux > *FFF – Independent*  
Paco Sery > *SIXUN*  
Maxime Zampieri > *Independent*

## USA

Nasar Abadey > *Independent*  
Tal Bergman > *Joe Bonamassa*  
David Bowen > *Cody Canada & the Departed*  
Guillermo E. Brown > *The Late Late Show*  
Jaimeo Brown > *Jaimeo Brown Trio*  
Wild Mick Brown > *Ted Nugent*  
Rocky Bryant > *Average White Band*  
Dino Campanella > *Dredg*  
Danny Carey > *Tool*  
Chris Coleman > *Prince*  
Paul Collier > *Angelcorpse*  
Jack DeJohnette > *Independent*  
Arti Dixon > *Independent*  
Vinnie Fiorello > *Less Than Jake*  
Andres Forero > *Hamilton Musical*  
Ian Froman > *Independent*  
Derrick Frost > *Chiodos*  
Kris Gustofson > *Independent*  
Aaron Harris > *Isis/Palms*  
Tootie Heath > *The Heath Brothers*  
Mark Hernandez > *Forbidden*  
Orlando Hernandez > *Chayanne*  
Yoron Israel > *Independent*  
Fernando Jaramillo > *Chayanne*  
Jeffrey Jones > *Independent*  
Dean Kosh > *Airborne*  
Glenn Kotche > *Wilco*  
Shannon Leto > *30 Seconds to Mars*  
Armand Majidi > *Sick Of It All*  
Samantha Maloney > *Independent*  
Sammy Merendino > *Cyndi Lauper*  
John Miceli > *Meat Loaf*  
Adam Nussbaum > *The Impossible Gentlemen*  
Kim Plainfield > *Independent*  
Nat Scott > *Independent*  
Leah Shapiro > *Black Rebel Motorcycle Club*  
Jared Shavelson > *Boyssetsfire*  
Jeff Sipe > *Jimmy Herring*  
Neal Smith > *Independent*  
Steve Smith > *Vital Information*  
Ed Uhus > *Zebrahead*  
Nathan Walker > *Lit*  
Jeff Tain Watts > *Independent*  
Ron Wikso > *Greg Rolie*  
Joe Winters > *Steepwater Band*  
Nir Z > *Independent*  
Drummie Zeb > *The Wallers*

## ITALY

Enzo Augello > *Educator*  
Lele Boria > *Educator*  
Gianni Caltran > *Session*  
Francesco Corvino > *Session*  
Luciano Galloni > *NEK*  
Claudio Mastracci > *Independent*  
Fabio Nobile > *Session*  
Federico Paulovich > *Destrage*  
Franco Penatti > *Session*  
Sergio Pescara > *Groovydo*  
Daniele Pomo > *RanetRane*  
Giorgio Prette > *Independent*  
Franco Rossi > *Educator*  
Danilo Tasco > *Negramaro*

## CANADA

Jeff Asselin > *The Lucas Haneman Express*  
Jim Boudreau > *The Western Swing Authority*  
Emmanuelle Caplette > *Independent*  
Steve Caron > *Radio Radio*  
Brian Craig > *Les Ékorchés*  
Sean Dalton > *Independent*  
Andreas David > *Ydna Murd*  
Aubrey Dayle > *My id*  
Davide DiRenzo > *Cassandra Wilson/Tom Cochrane*  
Aaron Edgar > *Third Ion*  
Johnny Fay > *The Tragically Hip*  
Alan Hetherington > *Lenka Lichtenberg*  
Rich Irwin > *Richard Irwin Trio*  
Chuck Keeping > *Big Wreck*  
Sean Kilbride > *Independent*  
Dave Langguth > *Kim Mitchell*  
Chris Lesso > *Modus Factor*  
Ed Mortenson > *Independent*  
Dave Patel > *Emmanuel Jal*  
Doan Pham > *Independent*  
Ben Riley > *Matt Dusk/Blurred Vision*  
Bruno Roy > *Independent*  
Mario Roy > *Independent*  
Pat Steward > *Odds*  
Tyler Stewart > *Barenaked Ladies*  
Chris Sutherland > *The Bodyguard/Xanadu*  
Tim Timleck > *Emm Gryner/Trapper*  
Bryan Valeriani > *Terminal Baggage Claim*  
Ryan Van Poederoyen > *Devin Townsend Project*

## NORWAY

Rune Arnesen > *Independent*  
Jan Axel "Hellhammer" Blomberg > *Mayhem*  
Anders Engen > *Bjørn Eidsvåg*  
Bjørn Gunnar Sando > *Hellbillies*  
Claus Heiberg > *Briskeby*  
Sola Johnsen > *Dum Dum Boys/Helter Skelter*  
Espen Mangen > *Independent*  
Kim Ofstad > *Dsound/Madcon*  
Ole Petter Hansen Chyllie > *Dream Police/Ingrid Bjørnov/Beat for Beat*  
Agne Sæter > *CC Cowboys*

## JAPAN

Yuki Aoyama > *nano.RIPE*  
Masao Fukunaga > *Nana Mizuki*  
Genta > *Masayoshi Yamazaki, bird*  
Naoya Hamada > *Independent*  
Yuki Hatano > *YELLOW*  
Yuichi Hokazono > *Spicy Kickin', Sphere*  
Osamu Jinguji > *Remioromen*  
Taro Koyama > *Independent*  
Yuya Maeta > *Martin Friedman*  
Ken Ken Sato > *Plastic Tree*  
Yoshitaka Shirane > *KREVA*  
Akira Suefusa > *Ego Wrappin' and the Gossip of Jaxx*  
Masaaki Tamaki > *Rimi Natsukawa, TUBE*  
Yutaka Watanabe > *Independent*  
Hideo Yamaki > *Independent*  
Yuzo Yoshioka > *Monster-Tairiku*  
Yukky > *Home Grown*

## ARGENTINA

Pablo LaPorta > *Independent*  
Gustavo Meli > *Independent*  
Jota Morelli > *Independent*  
Pedro Pacheco > *Soledad Pastorutti*  
Nicolas Polo > *Asspera*  
Andy Vilanova > *Carajo*

## INDIA

Ranjit Barot > *John McLaughlin*

## GERMANY

Florian Alexandru-Zorn > *Independent*  
Christian Blüm > *Brings*  
Ronny Dehn > *Silly*  
Stephan Emig > *Triosence*  
Benny Greb > *Moving Parts*  
Carola Grey > *Noisy Mama*  
Holger Häßbig > *Independent*  
Rennie Hatzke > *Münchener Freiheit*  
Eike Herwig > *Donots*  
Sebastian Krajewski > *Seed/Peter Fox*  
Raffael Kühle > *OK Kid*  
Thomas Lieven > *Big Band der BW*  
Rudi Marhold > *Götz Alsmann*  
Ralf Neuhaus > *Independent*  
Jost Nickel > *Jan Delay*  
Andreas Nowak > *Silbermond*  
Dennis Paschwatta > *Guano Apes*  
Pola Roy > *Wir sind Helden*  
Klaus Scharfschwerdt > *Puhdys*  
Christoph Schneider > *Rammstein*  
Joe Styppa > *Konvoy/Cro/Cassandra Steen*  
Ralph Winter > *Big Band der BW*  
Michael Wolpers > *Running Wild*

## CHINA

Guan Fei > *Wang Feng Band*  
Liu Gang > *C.N.S.O*  
Lu Xun > *China Drummer Association*  
Zheng Zhaohui Hao Zi > *Independent*

## NEW ZEALAND

Patrick Kuitze > *Independent*  
Darren Mathiassen > *Shapeshifter/Hollie Smith*  
Phil Rudd > *AC/DC*

## SWITZERLAND

Christoph Blattner > *Rhythmtalk*  
Christoph Fluri > *Take This*  
Peter "DeeDee" Kaufmann > *George*  
Noby Lehmann > *Rhythmtalk*  
Ruedi Maurer > *Rhythmtalk*  
Jojo Mayer > *Nerve*  
Ephraim Salzmann > *Stefanie Heinzmann*  
Philipp Schmid > *Independent*  
Dany Schnyder > *Independent*  
Domenic Schüpbach > *Yokko*  
Simon Steiner > *Redeem*  
Sascha Weber > *Purpur, Setup*  
Guido Wyss > *Enigmatik*

## TAIWAN

Ming > *Mayday*

## INDONESIA

Erhandy "Hendy" Gusti > *Gigi*  
Cendrianus "Cendi" Luntungan > *Elfa's Secioria*  
Jon Piliyang > *Independent*  
Yesaya "Echa" Soemantri > *Independent*  
Antonius "Anton" Surya > *Kerispatih*

The SONOR logo is positioned in the top right corner, oriented vertically. It consists of the word "SONOR" in a bold, white, sans-serif font, with a stylized white drum head icon integrated into the letter "O".The SONOR logo is positioned in the bottom right corner, oriented vertically. It consists of the word "SONOR" in a bold, white, sans-serif font, with a stylized white drum head icon integrated into the letter "O".

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