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Answer from Polverini sas di Antonio Polverini & C. to the article published in the German INTERMUSIC magazine on 20th December 2005 "SKANDAL IN CASTELFIDARDO UND SHANGHAI" SENSATIONELLER FALL VON MARKEN-PIRATERIE

We wish to inform all our loyal customers throughout the world that certain specialised press in the musical instrument field has published news that is totally without foundation, which besmirches the good name and prestige of the Polverini firm and their families, and we have asked the authors of these articles to modify the slanderous comments made about us, reserving our right to request damage for this unjustified and unfounded publication against our company.

We wish to clearly emphasise that Polverini sas di Antonio Polverini & C. successfully manufactures a complete line of top quality accordions for study, hobby and professional use, using only the best quality materials and besides our wide customer base we also supply certain other companies in Castelfidardo who produce accordions.

To the authors of certain press, who periodically demonise through untruthful press releases situations that are totally untrue and have never been proved, we wish to inform them of the origins and history of our families and the contribution we have given to the manufacture of accordions in Castelfidardo, which are famous and known throughout the world, and which have been besmirched by uninformed people who have no intention of helping, but rather of destroying our small and delicate field of accordion manufacturing.

As those in the accordion world well know, in 1860 Paolo Soprani began making diatonic barrel organs. Comm. Pasquale Ficosecco, great grandfather of Pierluca Polverini, who inherited the firm, and who is well represented by his accordions in the Castelfidardo museum, began the production of barrel organs a few years later and registered his company in 1889.

In 1880, Lido and Ivo Polverini's grandfather, Antonio, made accordions with the firm Busilacchio Antonio. In the following years, Antonio

Polverini, who was getting on in age, involved all his 5 children in the construction of the accordions, who made an important contribution to the development and technological evolution of the instrument.

Gino Polverini, father of Lido and Ivo, continued his production of accordions in 1935, while his brothers Alberto, Elio and Giuseppe were working for the firm Settimio Soprani.

After the Second World War, Giuseppe Polverini, was a leading technician in the new Farfisa group, while Gino Polverini and his brothers Elio and Alberto, continued their production of accordions as Polverini Bros., Castelfidardo, supplying their products to customers throughout the world, and specialising at the end of the Forties in professional accordions with single and double cases, which met with enormous success, especially in the USA. We were making organs up until the middle of the Eighties and pianos until the end of the Nineties.

Unfortunately, the field for electric organs and pianos declined due to competition from the Asian markets. Polverini did not give in however, and reorganised their production to increase that of accordions. The factory is extremely well organised and one of the best in the area of Castelfidardo and surroundings. At the moment, the majority of the production is made internally in our factory, where we successfully manufacture virtually all the models requested by the market, barrel organs, diatonic organs, accordions and pianos, chromatic models with and without case, through to professional accordions with the various Bayan models.

This is a brief history of our family, who have dedicated all their lives to accordions and other musical instruments. Therefore certain cheap swindlers, before they begin besmirching the reputation of people who have dedicated their lives to musical instruments, should get informed, be ashamed of what they have done and publicly ask for pardon for all the slander they have written about us.

However, the story will not end here, the truth will come out and those people will be made to pay who have shown all their defiance in judging people and companies that they do not even know, for the damage they have caused throughout the world to the firm Polverini.

To our readers, we will be in touch again soon.

Polverini Sas press office, Italy.

Articolo del Corriere Adriatico del 26 Febbraio 2006

## ACCUSATIONS OF PIRACY, ACCORDION MANUFACTURER REQUESTS DAMAGE FROM A GERMAN MAGAZINE

Castelfidardo – An original local company has been accused of piracy.

From the reverse stave an out of tune note has emerged, the shout of pain of musical instruments. The suspect of exploiting brands belonging to others is far from accepted by the Polverini family, who for 50 years have been writing the story of Castelfidardo economy. The home of accordions copying competitor brands? The Master steals names and fame from its students? An incredible hypothesis, and very serious that has been launched by a specialised German magazine.

Against that slanderous article which ended up on the desks of companies and category associations, and which besmirched their name, Polverini is claiming damage. The blazon of the Castelfidardo company has been struck by the five columns published in the magazine “Intermusik”. An eloquent title “Forgers of products Made in Italy”.

The article strikes strong blows against the Castelfidardo company, guilty – it is written – of having boasted a partnership with the Pignini, Borsini and Victoria brands. Those names referred to the visiting cards of a musical instrument trade fair “Music China 2005” in Shanghai. Malicious comments about the company “virtually unknown in the international market” and the “insignificant” brand name. Then the blow of the legal action called by Pignini for piracy. “It has been archived by the Investigating Judge in Macerate Court upon request from the Public Prosecutor”, the solicitor Roberto Regni explained.

Regarding the incriminated visiting cards he commented: “Polverini Sas sells to the Chinese market, and has been participating in the Shanghai fair since 2003. This year the companies Borsini and Victoria Associations asked Pierluca Polverini to represent them, a trial contact”.

Statements that the solicitor has sent to the magazine headquarters in Kaanen, in the northern Rhineland, for them to publish a replica. After the outcome of the action in Ancona Court to obtain damage and clarify that “my clients are not “original Italian pirates” and have never legally exploited the brands of others”. And ask for justice against who seriously injured their honourable reputation.

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