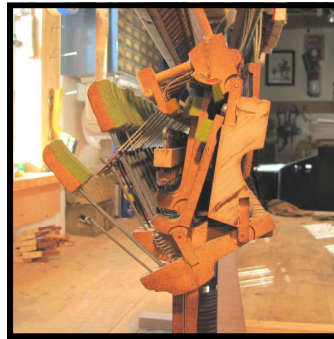




**Bridle Strap Replacement  
Promo Set Preview**

## Focus On: Bridle Strap Replacement



Further explanation of need for repair:

When a piano is removed and the bridle strap is broken, the action mechanism can fall down.

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In such a situation, if the action is returned to the piano and pushed into place with a bit too much force, the lower flange can easily break from the excess pressure (right photo), necessitating an expensive repair.

**One repair which should be performed on your piano is the job of bridle strap replacement.** The most important function of bridle straps is that they help to hold the action of the piano together so that it may be removed and replaced in the piano without damage. If bridle straps are missing, servicing the action is a real problem, in that removal and reinstallation of the action may easily result in broken parts when the action is put back into place.

Since bridle straps have begun to break on your piano, the most effective repair is to replace the entire set and have it done with, since they will continue to break over time. For this job, the action (working mechanism) of the piano would need to be removed and transported to my shop. I would be glad to work with you to find a convenient time to schedule the work in order to complete the job.



If you would like to have the bridle straps on your piano replaced in a professional manner, contact me at your convenience to set up an appointment. Working together, we can make sure that your piano is maintained correctly for your maximum enjoyment.

# About This Preview Packet

The 24 main topics available for your free personalized promo or newsletter set all come in 2 versions—heads-up and full-length, both of which are shown in this preview packet.

**Heads-up versions** (see example on previous page) are always 1 page in length and as such are very direct and to the point. These shorter versions work especially well for pianos which have a number of repair issues in that a packet of them can be included with an estimate without creating a perceived overload of information for the owner. For my own business, I print multiple copies of heads-up for every topic covered thus far and carry several of each with me in my briefcase on tuning rounds in case I need to put a packet together. I spend a little more on printing expenses to have them produced on heavy-weight card stock, but the extra expense is well worth it, at least in my opinion—the promos have a very substantial 'feel' about them on the heavier-weight paper.

With a written estimate accompanied by relevant heads-up promos, a well-informed decision can be made more easily at the owner's leisure. This is especially helpful when the decision (to repair or not to repair) involves a discussion between joint owners of the piano—a husband and wife for example. The couple can sit down at the kitchen table together and go over the materials in an informed manner. Also, heads-up promos are great for any situation involving committees. If a half dozen repair topics are involved in a proposed restoration of a church piano, for example, the heads-ups can be passed around among committee members for everyone to become involved in the discussion and decision making.

**Full-length versions** (see example on following pages) go into enough detail that even your most discriminating customer will be satisfied. For my own use, I've printed off a single copy of each full-length version that I have in a binder which I also carry in my briefcase. Occasionally, I get my binder out if the customer wants more information on the spot. More frequently, however, are situations in which I ask my customer if they would like me to send the full-length copies of the topics concerned via email for further reading and consideration. Quite often customers do opt to see the in-depth materials.

Whichever version of the promos are put to use, the fact is that they work! In my own business, since I have begun giving out promos with estimates, the percentage of clients having recommended repairs done has increased steadily. In 2011, over 90% of the estimates which I gave were followed through with. Before promos, those types of numbers were way beyond what I ever saw. Other users of promos (see testimonials) have experienced similar results. Technicians have reported back that because of the promos, their businesses are doing better than ever before.

But enough about my own experiences and those of other technicians. Try a promo set out for yourself! Pick out a topic for your free promo set, and let us help you start building upon your own success story! Best wishes to your future!

# Full-Length Preview

## The Owner's Guide to Piano Repair

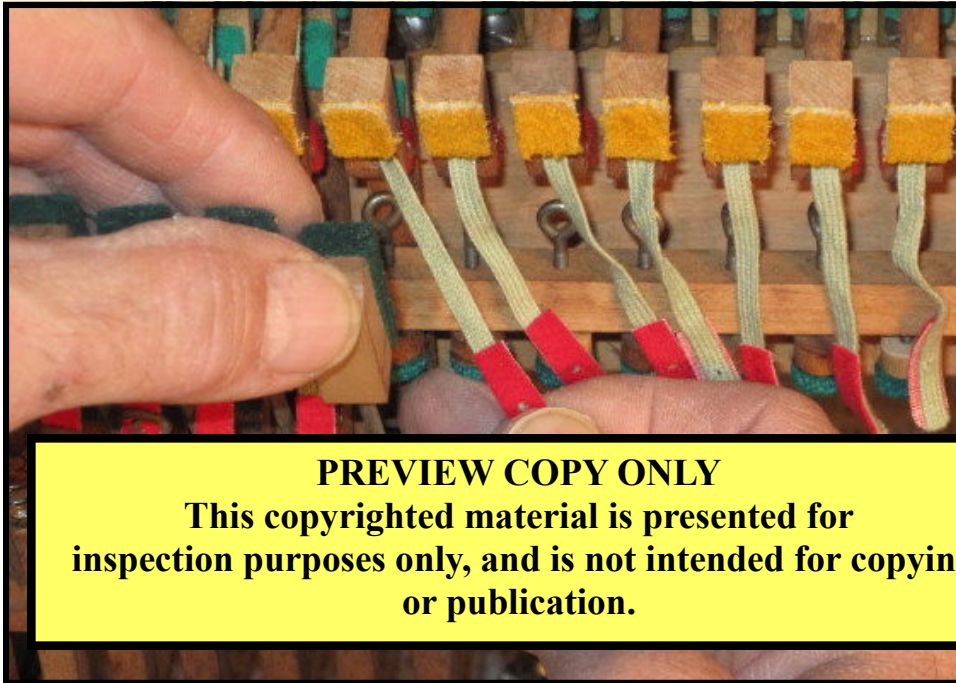


### Focus On: Bridle Strap Replacement

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One repair which at some point needs to be performed on your piano is the job of **bridle strap replacement**. For this job, the action (removable working mechanism) of the piano would need to be removed and transported to my shop. I would be glad to work with you to find a convenient time to schedule the work in order to complete the job.



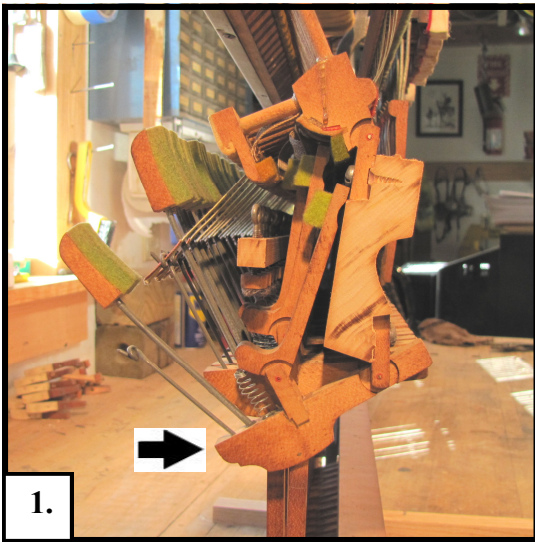
**The following commonly asked questions have been answered to give you the information you need in order to decide whether or not to have me complete this repair.**

### **What are bridle straps and what function do they perform?**

Bridle straps have a primary and a secondary purpose. One function of the bridle strap is to assist the hammer assembly in coming back to rest position after a note is played. Although this is a redundant feature, in that there is a part called the hammer butt spring that ensures that the hammer returns to rest position, it does become important in instances where a spring has slipped out of place, or is weakened or broken. When the hammer does not return to rest position, the hammer will likely misfire when the key is pressed.

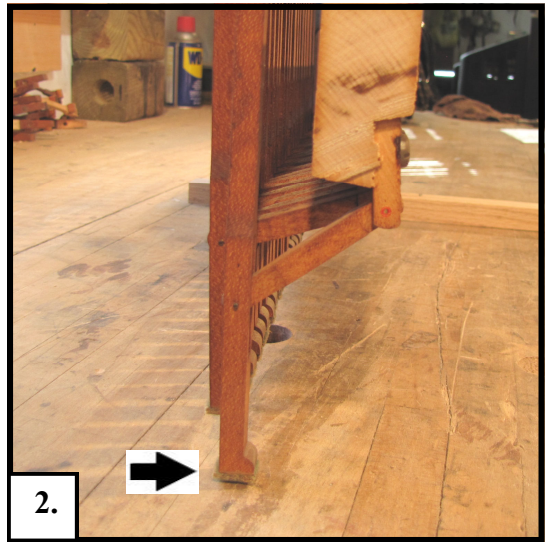
The most important function of bridle straps, however, is that they help to hold the action of the piano together so that it may be removed and replaced in the piano without damage. If bridle straps are missing, servicing the action is a real problem, in that removal and reinstallation of the action may easily result in broken parts when the action is put back into place.

**The next page illustrates the problem involved:**



1.

If the action of an upright piano is removed for servicing and a bridle strap is broken or missing, the lower portion of the mechanism (the wippen) will swing down.



2.

At the same time the portion of the action which rests upon the key will also swing down too far, as shown in the above photo. This is where trouble can occur.



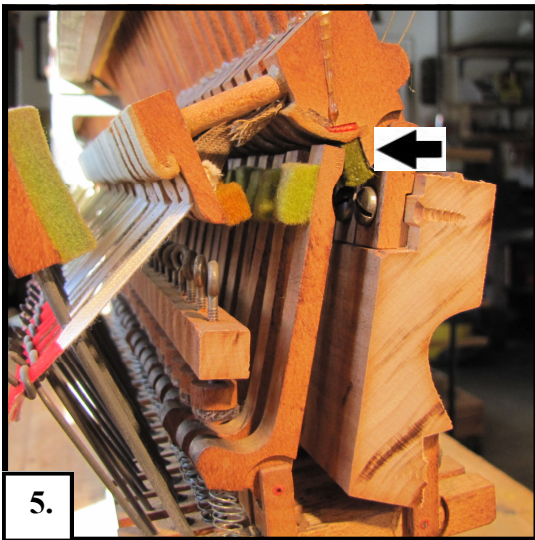
3.

When a bridle strap is missing and the action is returned to the piano the jack (the vertical part shown in the above photo) is prone to jamming up against the underside of the hammer butt.



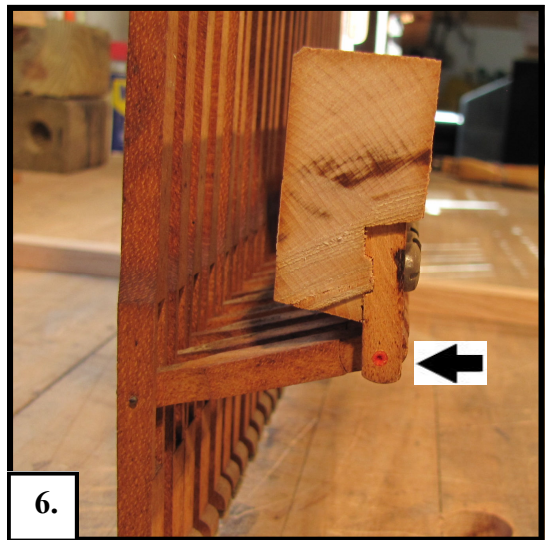
4.

In such a situation, if the action is pushed into place with a bit too much force the lower flange can easily break from the excess pressure, necessitating replacement.



5.

With new bridle straps installed, removing the action for necessary maintenance doesn't cause a problem, in that the wippen is held correctly in position



6.

The lower flange is not exposed to undue stress when the action is returned to the piano, saving the time and expense of unwanted repairs.

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**If only some of the original bridle straps are broken or missing, must the entire set be replaced?**

While it is not absolutely necessary to replace all the straps once they start breaking, it does make a lot of sense. When the braiding that the original straps were made from deteriorates to the point where they start to break, all of them will be prone to breakage in the future if they are not replaced. By having the old bridle straps removed entirely and replaced with a new set, you've made sure that the piano action may be properly serviced for decades to come. Plus, you won't end up with a mismatched set of straps that is the result of a number of different technicians replacing a few broken straps at a time.

**Is this a job I could do on my own?**

This would not be a repair which the owner would be wise to tackle. The piano action is a complicated mechanism involving thousands of individual parts, where more things can easily go wrong than right for the average DIY'er. Needing just a few new bridle straps p

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*Too many parts to break if you don't know exactly what you're doing.*

As a professional, I have the tools and the experience to do the job right the first time. Once this job is done, by the way, it will be good for decades into the future. Replacement bridle straps (both cork and spring clip) are the finest quality available anywhere.



*Insertion of new bridge pins can be a tricky business*

**"In business to bring your piano to its full potential."**

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