

A close-up photograph of piano keys. The focus is on the white keytops, which show significant wear and damage. The central white key has a large, irregular hole and a jagged, porous surface where the top layer has been lost, revealing a brownish, fibrous material underneath. The surrounding keys also show some fraying and loss of material at the edges. The black keys are visible in the background, providing a contrast to the white keys.

# Keytop Replacement Promo Set Preview

## Focus On: Keytop Replacement



### Explanation of Repair

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chilled off, ks with a a rock solid l and the wooden keystick. This type of glue creates a bond stronger than the wood itself.

The filing down of the new keytop material to the correct dimensions produces a set of keytops which looks much like a factory job.

Your information Goes Here

**The keytops on your piano have deteriorated to the point where replacement is in order. I would suggest that a professional installation of a new set of keytops be considered.**

A piano with a beautiful and durable set of keytops is more likely to be appreciated than one with a beat-up set of keys. The luxurious feel of top-quality keytops invites one to sit down and play the piano. On the other hand, when old keytops have become discolored, chipped or broken off altogether, playing the piano becomes more of a pain than a joy.

With a new set of keytops installed and other related work attended to, the appearance and touch of the keys will be very close to what the piano was like when it was on the showroom floor as a new instrument.



If you would like to have a new set of keytops installed on your piano, 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: Keytop Replacement**

Information provided courtesy of:

**Your Contact  
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A piano with a beautiful and durable set of keytops is more likely to be appreciated than one with a beat-up set of keys. The luxurious feel of top-quality keytops invites one to sit down and play the piano. On the other hand, when old keytops have become discolored, chipped or broken off altogether, playing the piano becomes more of a pain than a joy.

**The keytops on your piano have deteriorated to the point where replacement is in order. I would suggest that a professional installation of a new set of keytops be considered.**



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**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 on your piano:**

**Don't plastic replacement keytops look cheap?**

A badly installed set of plastic keytops certainly can detract from a piano's appearance. In such a case the fault, however, is not in the keytops themselves, but in the lack of proper techniques used to install them. In particular, jobs done by do-it-yourselfers or fly-by-night repairmen tend to turn out badly. Poor or inadequate finishing techniques can result in ill-fitting keytops that slop over on the edges and are unevenly notched around the sharps. Even worse is when replacement keytops sit on top of the poorly prepared surface of the wooden keystick in such a way that they are not level and are prone to popping off.

Done correctly, however, replacement keytops will mimic the appearance and durability of a factory installation.

**For this job to be done, would you be replacing the keys entirely?**

No, only the keytop material would be replaced. The wooden portion of the key, called the keystick, would be retained. New keytop material which is now available for installation is extremely high-quality, beautiful in appearance and with a silky touch that closely approximates the feel of real ivory.

**Will replacing old ivory keytops with a product other than genuine ivory lower the value of my piano?**

Although a set of ivory keytops that is in excellent condition may enhance the value of a piano, ivory that is in poor condition does nothing for the piano, value-wise or in any other sense. A beautiful set of keytops which have been professionally installed, on the other hand, will make your instrument more attractive and likely to be enjoyed

**Are plastic keytops as durable as genuine ivory?**

Much more so, actually. The acrylic plastic used nowadays is very resistant to damage and is absolutely flat with ivory keytops.

**What a**

The first step is complete removal of both the tops and fronts of the old

keys. With pianos that originally had genuine ivory key, any good keytops are generally saved for recycling. Otherwise, the old tops are milled off along with a precise fraction of an inch of wood which is removed from the top of the keystick to compensate for the greater thickness of the new keytop material. This

milling down process gives a completely flat surface on which to glue the new keytops.

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The new tops are glued to the keysticks with a special adhesive which produces a rock solid bond between the keytop material and the wooden keystick. This type of glue creates a bond stronger than the wood itself.

Once the keytops are glued in place, the exacting job of fitting the keytops to the keysticks may be done.

How is

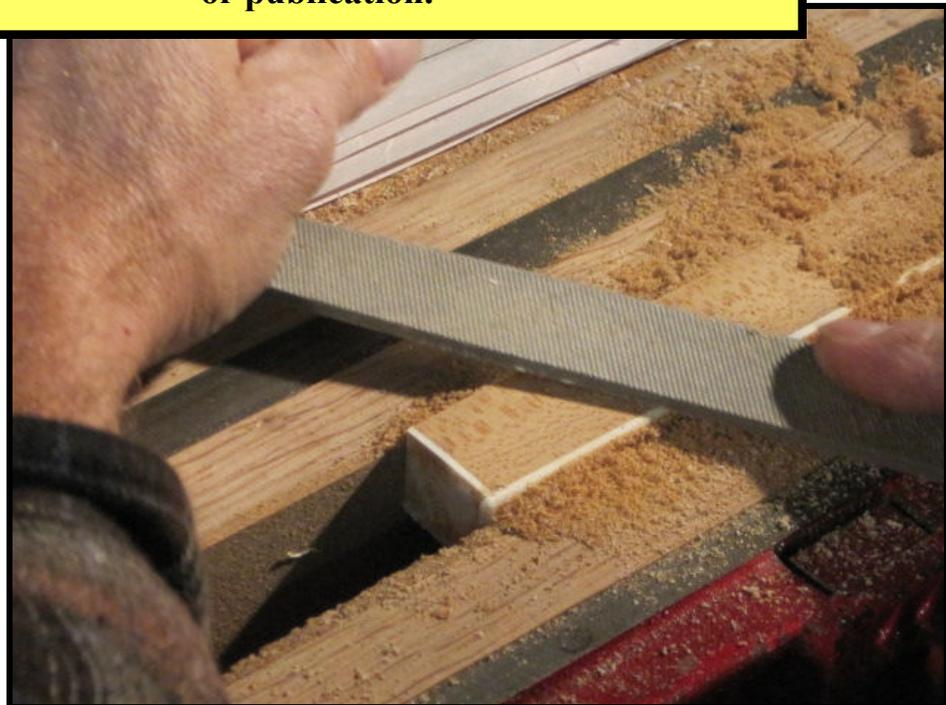
The  
over-size  
keys from  
manufacturers.  
Thus, the process  
of filing down the  
keytops to the cor-  
rect dimensions is  
a vital step in pro-  
ducing a set of  
keytops which  
looks profession-  
ally done.

Although  
machinery may be  
used to mill off the  
bulk of the excess  
material, the final  
finishing is done  
by hand, using

files to produce an edge which is perfectly flush to the wooden keystick. When done correctly, there will be no overhanging edge along the sides of the keys.

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## **Where would the work be done, if the decision was made to replace the keytops of our piano?**

This type of job is done in the shop. Fortunately, only the set of keys and possibly the keyframe needs to be removed and transported to the shop for the work to be done - the piano itself remains in your home.

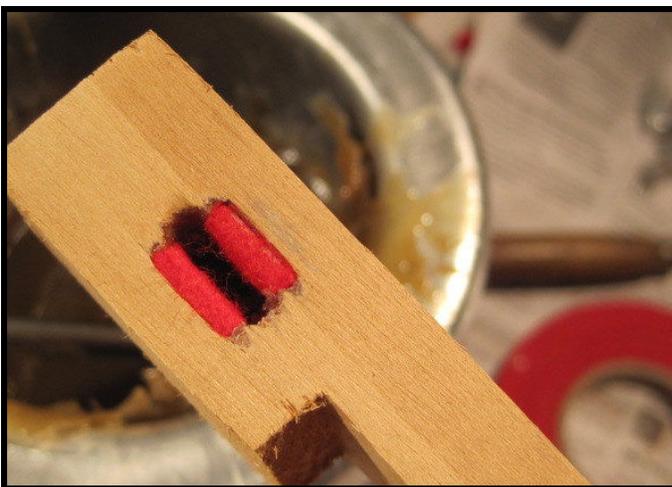
## **Are there ordinarily other repairs which should be done at the same time as a job of keytop replacement?**

At the very minimum, the keys should be leveled once they are replaced in the piano. Paper punchings as thin as .001" may be used under the centers of the keys to ensure that the keytops are absolutely level. The chorns (black keys) should also be checked.



Regulation involves putting all the adjustments that were made to the action in the factory back to their original settings, giving you the most responsive touch possible for your piano.

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Another repair job which might be considered is having the key bushings either treated or replaced. If the keys of your piano have a lot of side-to-side play, or wobble, the bushings are not doing their job. In some cases, a liquid treatment followed by sizing may be effective. In more drastic situations, removal of the old bushings and replacement with new might be called for.

With a new set of keytops installed and other related work attended to, the appearance and touch of the keys will be very close to what the piano was like when it was on the showroom floor as a new instrument.



*A professionally installed set of replacement keytops invites one to sit down and play.*

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

**Your Contact  
Information Goes Here**