

# FLUTRONIX

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FOR IMMEDIATE RELEASE

## FLUTRONIX SIGNS ENDORSEMENT DEAL WITH BURKART FLUTES & PICCOLOS

Flutronix, a critically acclaimed flute duo comprised of Nathalie Joachim and Allison Loggins-Hull, have signed a player endorsement deal with the prestigious Burkart-Phelan, Inc., makers of Burkart Flutes & Piccolos.

This endorsement deal will create synergistic promotion in benefit of Flutronix and the world-renowned instruments hand-made by the expert craftspeople at Burkart. Burkart will be featuring Flutronix and their valued endorsements in both print and electronic media including the company's website, Facebook & Twitter feeds, e-newsletters, and print ads. Flutronix will be allowed to have their videos and special performances hosted at Burkart's YouTube channel and their website video section. Article(s) written by Flutronix will be featured on the Burkart website and e-newsletter, and also made available to flute clubs throughout the USA.

Burkart will help promote the player's events including live performances and the release of their upcoming sophomore album, *2.0*. Further, Burkart's advertising will co-brand with the players, promoting the new release and purchase availability. Burkart will be declaring April as "Flutronix" month, in appreciation for their album's release and especially the duo's support for Burkart flutes and piccolos.

"Flutronix represents a superb example of how great musicians like Nathalie and Allison, working with our great instruments, can combine ingenuity, hard-work, and talent to create amazing and inspiring music. It is truly a great collaboration. Burkart is honored to have Flutronix speak so highly of our company and our instruments." - *Barry A. Pease, Director of Marketing for Burkart-Phelan, Inc.*

This April 8, Flutronix release *2.0*, which was co-produced by Joachim and Loggins-Hull and Tony Maimone of Studio G Brooklyn. One featured track was produced by legendary hip hop producer Ski Beatz. Guest artists include drummer Joe Blaxx and the Melodia Women's Choir of NYC, Cynthia Powell, Artistic Director; Jenny Clarke, Executive Director. The new album is being released on their own Flutronix Records label.

**Flutronix** perform live in their hometown of New York on a regular basis. Their work as performers, producers and composers has led to diverse collaborations with renowned artists and ensembles including electronic music sensation Dan Deacon, Ski Beatz, the International Contemporary Ensemble and more. They produce *Flutronix and Friends*, a collaborative new music series. The duo is regularly sought after as clinicians and educators and has presented and lectured for the University of Madison-Wisconsin, the New York Flute Club, the Atlanta Flute Club, the Oklahoma Flute Society and other institutions across the country. Flutronix publishes their original works and hosts *Real Flutists*, an online web series.

**Burkart-Phelan, Inc.** is based in Shirley, MA, just 40 minutes outside of Boston. The company was founded in 1982 by Lillian Burkart and Jim Phelan. The entire team at Burkart is focused on crafting instruments with stability, quality, and performance while providing world-class customer service. Burkart's mission: enabling the flutist to push the performance envelope by giving full voice and limitless technical possibilities to the instrument. Every Burkart Elite & Professional flute, piccolo, and headjoint are entirely hand-made in the USA, the result of decades of innovation and expertise. These instruments truly embody the motto, "The Sound and Feel of Great Design."

[www.flutronix.com](http://www.flutronix.com)

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