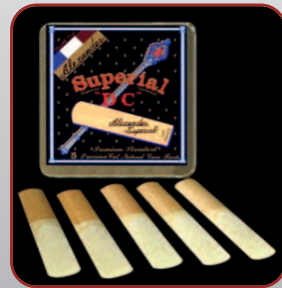


Alexander Reeds™



Alexander Superl

An original "American" style reed which produces a warm harmonic "buzz" and brightness. The keywords here are "Free Blowing", "Fast Articulation", and "Presence, the kind of performance that reeds powered by the right type of cane and cut can produce.



Alexander "DC"

"DC" was designed with the Big Band and "Blue Note" sound in mind. "DC" has a profile with slightly more wood on the tip, heart, and sides than Superl giving it a more powerful tone core, while maintaining a feeling of aliveness and "edge".



Alexander NY

This reed was born following extensive conversation and correspondence between Tom Alexander and the legendary jazz saxophone genius Michael Brecker some years ago. It features a harder tip and vamp profile which produce a big, bold, solid tone and affords it great sustaining power, especially in the high end of the horn.

For the past few years NY has been played in the concert and recording performances of several of our Artists who continue to use it as their primary reed today.



Alexander "Classique"

Designed with a thicker vamp than "DC", Classique is meant to deliver a classic sonority, coupled with a full rich scale, and excellent dynamic properties.

Why Alexander Reeds? Here's why...



Joe Lovano

"Alexander Reeds give me everything I'm looking for in a reed. These reeds handle all the musical settings I'm involved in... I love them! Alexander reeds are the BEST and in time the world will know it.



Ornette Coleman

"Alexander Reeds have the best vibrational qualities of any reed I've ever tried, and they respond uniquely to the thickness of the lips that compel the vibration of sound. Alexander Reeds allow the tone to be closer to the sensitivity of the speed of sound."



David Liebman

Tom Alexander's exquisite reeds got me back to cane after 20 years on plastic. They vibrate evenly and consistently while the tone produced has the right balance of highs and lows!"



Joshua Redman

These Alexander NYs seem to have it all: power and warmth, definition and flexibility, consistency and longevity. They're some of the best reeds I ever tried.



Greg Osby

"DC" reeds have a very unique character and absolute best response of any reed I've played in my over 35 years. They're smoking! Clean and bright response in all registers, just the way I like them. I'm extremely enthusiastic about them!

"Having a great sounding reed makes me practice longer and makes life more pleasurable. I have to say Alexander

Vincent Herring



reeds are the best sounding ones I've ever played, and by far the most consistent.

"Alexanders are truly great reeds on so many levels; sound, control, & longevity with a wide but focused low end, clear mids & full highs. Tom Alexander truly understands the player's perspective

Ravi Coltrane



and has put his knowledge into a reed that has gotten me closer to the sound I've always wanted..."

"Alexander Reeds give me the ability to project and "sing" when playing Alto in the Mingus Big Band and they allow me to control my sound in small groups too. With these reeds my sound is more rounded and

Jaleel Shaw



less stuffy. What's also important about these reeds is that they last! I've never been this excited about reeds!"

These are outstanding reeds which I've been using over a decade! I find Alexander Reeds to be very consistent and vibrant without being buzzy. These reeds give me the flexibility I need to go many directions musically and I love the

cane they use. I believe that these are simply the best reeds available for saxophone.



Greg Tardy

Alexander reeds vibrate much better than the brand I had been using which felt dead in comparison. DC's have a full-bodied tone with just the

right amount of edge to carry the sound and they record really well.



Lew Del Gatto

"For some time I'd been frustrated by the inconsistencies with other brands, but with Alexander reeds I now find consistency of tone, sufficient edge, power

and an overall warmth in my sound from subtone to FFF.



Bruce Johnstone

More Top Classical Artists Are Switching to Alexander Reeds, too...

The fine tonal characteristics and performance which Alexander reeds deliver have attracted a growing number of classical and recital artists to rely on "Classique", "DC" and "NY" as their reeds of choice.



James Houlik

World renowned classical tenor saxophone virtuoso

"I am really impressed with these reeds. In fact, I can't remember finding so many quality reeds in a single box... ever. I'm looking for a dark, robust sound, and the Superial "DC" reed is just what the doctor ordered... consistent and responsive. I need a reed that will allow me to achieve a tone with the warmth and darkness, without being stuffy, and I've found it in the Superial "DC".

It is comforting to know that I now have a source for excellent reeds, with the qualities and consistency that I have long hoped for. The Alexander Superial "DC" gives me exactly the combination of warmth of tone without having to compromise response and power".

-James Houlik



Paul Brodie O.C.

"Alexander reeds have excellent response in all registers, brilliance of tone and great sustaining quality. They break in very quickly and hold up very well. The quality of the cane and cuts are excellent for both "DC" and Classique. I just tried an alto reed in concert which was super and the sopranos work just as well! I highly recommend these reeds to saxophonists the world over!"

-Paul Brodie

"Ambassador of the Sax", Founder of the World Saxophone Congress, and most recorded concert saxophonist in history.



Dr. Jennifer Bill

*Professor of Saxophone
Boston University
Faculty member
Boston Conservatory
&
Tanglewood Institute*

"I played on Alexander reeds for the first time in 2000 and have never looked back. Each Alexander reed I use has a sense of personal care and quality craftsmanship. Every Alexander reed is consistent in its rich tone quality, long-lasting endurance and superb response. These consistencies are what make Alexander reeds the best! Using the Alexander Classique and Superial reeds I find freedom in my playing that other reeds will just not allow. I recommend Alexander reeds to all of my students so they may experience this same kind of freedom.

I have been ecstatically happy with Alexander reeds from the beginning and feel lucky that there is such a great product on the market for saxophone players.

-Dr. Jennifer Bill

Some Important Tips...

Please do the following preparation and break-in steps for the reeds in the first two days:

Select the reeds you plan to use and soak them in a glass of water (preferably warm) for 2-3 minutes or a bit more if desired. After soaking and removing excess water, place the reed you want to prep on a piece of glass or other flat, hard surface and hold it down at the stock with your fingers. Then



stroke the reed forward with the fingers of your other hand from the rear of the vamp to past the tip. Continue this massaging operation 7-10 times or so. The reed is now prepped for playing or storing. If you choose to play it now, it should still be moist from soaking but if it isn't, please briefly soak it before you play. Any reed you want to use should always be soaked right before each playing session, though a soaking time of 1-2 minutes or so after the first two days should be enough except

in a very hot, dry environment. The idea is that the reed should not be dry right before you play it, nor should it be over-soaked. To keep a reed moist during breaks, you should use an unventilated mouthpiece cap to prevent it from drying out.



Break-In

We also suggest the following break-in procedure if you desire maximum stability and prolonged reed life: In the first 2 days of use, only play the reeds in the p (soft) to no louder than m (medium) range for around 5 minutes and somewhat longer the next day. After the first 2 days, they can be played normally and may feel slightly harder after the break-in. The exception to this break-in is for reeds that feel a good bit too hard from the first playing. With reeds like this, you can skip the above break-in step, just soak and play them normally from the first day.

Ligature

We recommend you use a ligature which exerts sufficient and even downward pressure on the reed. A loose or worn synthetic band-type ligature or one that doesn't apply firm and well distributed compression on the reed may not seal it to the mouthpiece table properly. For further tips on reed adjustment/care and other general information on our reeds, please visit our website: www.superial.com

Suggested Strengths

While it is impossible to get exact equivalencies with other brands, here is what we suggest as general comparative strengths:

If you have been playing:	TRY
Vandoren Java / Rico Standard	
Vandoren ZZ / Rico Jazz, Jazz Select / Rico Royal	
Vandoren V16 / La Voz / Rico Jazz Select / Hemke Some players prefer NY 1/2 step lower in strength than these models.	
Vandoren Classical or other classical cuts	

Our reeds are strength graded from No. 1 to No. 5. Alexander Superial & Superial "DC" reeds are available in Bb Soprano, Eb Alto, Bb Tenor, Eb Baritone saxophones, and Bb Clarinet. Alexander Superial "Classique" comes in Bb Soprano, Eb Alto, Bb Tenor, Eb Baritone and Bb Bass saxophones, as well as Bb Soprano, German, and Bass Clarinets.



Contact Info

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Available from:

Alexander Reeds™

Alexander



The Voice of Artists...

