



‘MAKING VINYL’ EXPANDS EVENT TO EUROPE

For Immediate Release

Contact: Larry Jaffee, larry@makingvinyl.com

US Mobile: +1 917-291-2488

<http://makingvinyl.com>

Full-Day Conference to Be Held at Berlin’s Legendary Hansa Studios on May 3, 2019

Berlin, GERMANY — After two successful events in the U.S., Making Vinyl brings to Europe for the first time its B2B conference celebrating vinyl’s global rebirth on May 3 at the legendary Hansa Studios here, where David Bowie, Iggy Pop, Depeche Mode, Nick Cave, U2, R.E.M., and countless other major artists recorded LPs.

Produced by the Colonial Purchasing Cooperative, Making Vinyl in November 2017 and then again in October 2018 in Detroit probed the astounding comeback of a physical media format thought not long ago to be nearly defunct, only to reemerge as a deluxe product that has seen double-digit growth for more than a decade.

Attended by first 300 and then 350 people respectively from 16 countries, the initial two conferences featured top executives from the world's top pressing plants, as well as newcomers in the market, and other professionals throughout the vinyl value chain, including mastering, plating, packaging, raw materials suppliers and machinery vendors.

“We had a hunch that we were onto something with a B2B conference devoted to vinyl's comeback, and the outpouring of comments that it's been the best business conference they've ever attended has been especially gratifying,” says Making Vinyl executive producer Bryan Ekus, president of Colonial Purchasing, which is collaborating with the MEDIA-TECH Association on the Berlin event next spring.

MEDIA-TECH will kick off the event on May 2 with “The World Physical Media,” a conference focused on optical media and other entertainment distribution formats. That evening at 6 p.m. the two organizations will co-host a welcome party, and on May 3 Making Vinyl will take over with a full-day specialized program.

“The Colonial/MEDIA-TECH partnership is symbolic of the current end-to-end collaboration and cooperation in setting best practices for the vinyl pressing industry,” Ekus added.

Stay tuned for further announcements regarding a keynote speaker and other program details for the Berlin event, as well as Making Vinyl return to the U.S. in mid-October 2019.

For more information:

- Making Vinyl <http://makingvinyl.com>
 - MEDIA-TECH Association <http://media-tech.net>
 - Hansa Studios <http://www.hansastudios.de>
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