



NARRATION SCRIPT: Tonareli Product Knowledge

Welcome

Welcome to Tonareli. This course will set you up for success as a new Tonareli employee with key product knowledge of our most popular product line. To get started, click the begin button.

Navigation

Let's take a look at the course interface. If you'd like to navigate to a different section of the course, click the menu. If you need to pause the course, click the play/pause button. The seek bar allows you to see your progress on a particular slide. If you'd like to adjust the volume of the audio, click on the volume button. If you need to go backwards, press the previous button. And if you'd like to skip ahead, click the next button.

Learning Objectives

At the end of this module you'll be able to summarize Tonareli's appeal, identify Tonareli's most popular product line, list the three best-selling colors, explain three benefits of fiberglass, discuss the interior and exterior features, and recognize which accessories are included in the case.

Storm

Tonareli was founded in 2007 and quickly became a world recognized brand competing with well-established companies and disrupting the music industry with bright, colorful cases.

Overview

Tonareli hits the high note through several points. Tonareli strikes a balance between safely protecting instruments and being fun. Tonareli cases are universally loved and can be spotted both in high school and professional orchestras. The Tonareli brand is recognized worldwide, and sells cases in the Americas, Europe, Africa, Asia, and Australia. With Tonareli's popularity and success, many imitators emerged, but Tonareli is the original.

Collections & Colors

Tonareli has several product lines and collections for classical string instruments. Today we will explore the most popular product line for violins, the Tonareli Fiberglass Case. Tonareli Violin Fiberglass Cases are categorized into two collections, with a total of 24 colors to choose from. Let's have a look.

Core Collection

The core collection is comprised of Tonareli's time-tested, most popular solid colors. The colors in this collection are always available and in stock. The three best-selling colors are turquoise, lime and pearl. Click on each color to learn more.

Special Edition

Tonareli's special edition collection changes based on trends, seasons, and new technology. The special edition collection features different materials, colors, textures and finishes. These cases are limited and sell out quickly. Click on each color to take a closer look.

Case Features

Tonareli cases include innovative, thought out features to protect instruments, store accessories, and carry in convenient ways, all while looking sharp. Let's continue and dig deeper into the features of the case.

Fiberglass

All of the core collection, and most of the special edition collection is made of fiberglass. Fiberglass was chosen because of three primary reasons. It's lightweight. Similar to plastic, fiberglass weighs very little. It's durable. Fiberglass is resistant to high temperatures, humidity and corrosion. It's strong. Pound for pound, fiberglass is stronger than steel or aluminum.

Exterior

Let's take a look at the exterior features of the case. Click each circle to learn more.

- **Latches**
There are four matte black spring latches that hold the case securely closed.
- **Handle**
The ergonomic vegan leather handle is padded and finished with a stitched Tonareli logo.
- **Feet**
There are four rubber feet to safely balance the case on the floor, preventing scratches.
- **D Rings**
The 6 D-rings on the back of the case are used to configure straps and attach music bags.
- **Shoulder Strap**
This padded logo strap is an additional purchase. Attach it to the two specified D-rings to wear the case on your shoulder.
- **Backpack**
All of Tonareli's fiberglass cases can be worn as a backpack. Simply attach the included straps to the specified D-rings.
- **Music Bag**
Tonareli music bags are an additional purchase and can hold sheet music or accessories. Attach the bag to the three specified D-rings.

Interior

Let's further dissect the case by exploring the interior features of the case. Click each circle to learn more.

- **Pouch**
A divided stitched pouch allows two bows to be stored without rubbing against each other and the violin.
- **Latches**
Bows are securely held in place with the help of a twisting lock that sits perpendicular to the bow's frog.
- **Neck**
This padded cushion gently cradles the neck and keeps the instrument in place with the velcro strap.
- **Blanket**
A plush velvet blanket is included to insulate the instrument and shield the wood, hardware and strings.
- **Cushion**
This detachable molded foam cushion can be readjusted to a precise position and supports the violin base and chin rest.
- **Pouch**
A removable, zippered accessory pouch is included to pack rosin, mutes, strings or cleaning cloths.

Assessment

Let's check your understanding. You must achieve at least 80% to successfully complete this course. To begin, click the start button.

- **Question 1**
Summarize Tonareli's appeal.
- **Question 2**
What is Tonareli's most popular product line?
- **Question 3**
Which is not a top three color?
- **Question 4**
Tonareli violin fiberglass cases can:
- **Question 5**
Fiberglass is durable, lightweight and strong.
- **Question 6**
Which accessories are included and which accessories are an additional purchase?

Results

- **Success**
Congratulations! You passed the course.
- **Failure**
You did not pass. Please try again by clicking the retry button.

Summary

Let's review. Tonareli creates colorful cases with modular features for musicians of all levels. Tonareli's most popular product line is the Violin Fiberglass Case. Turquoise, lime and pearl are the top colors in Tonareli's Violin Fiberglass Collection. Tonareli's Violin Fiberglass cases have features that makes cases customizable. Fiberglass is lightweight, durable, and strong making it an ideal solution for cases. Tonareli offers accessories for purchase in addition to what is already included.

Thank you

Discover more about the Tonareli brand through our website and social media accounts. From all of us at Tonareli, thank you for your participation.