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soundbusiness

## Studios Benefit from Disc Makers Partnership

by Janice Brown

PENNSAUKEN, NJ—In becoming the largest CD replicator in the country for independent labels and artists, servicing clients of all shapes and sizes, Disc Makers has maintained high quality, fast delivery and a focus on customer service at the very core of its business. Disc Makers has always been a direct seller of its manufacturing services, bypassing the middleman to sell directly to artists. In 1998, the company launched its Studio Partner Program, which offered special incentives to recording and mastering studios to promote Disc Makers' services to their clients. In an ideal position to offer such suggestions to clients who will need a duplicator, graphic designer, printer, replicator and perhaps distribu-

"So many of these artists were referred to Disc Makers, and based on how many CDs were ordered, and if they've opted to use Disc Makers' graphic design, or any other services, we'd get a commission," describes Fabrizi. "The relationship of one business helping another is important—I both give to and get referrals from Disc Makers. And, I really like the plaques they send out. Our walls are covered with these plaques—they're great for the client, and potential clients love to see who's recorded here."

In addition to delivering high-quality product quickly, Disc Makers includes more than \$1,000 in bonus services for those clients referred by studios. Every CD order referred by a Studio Partner gets a free UPC bar code for

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*Morris Ballen, Disc Makers*

tor, studios have nothing to lose by sending business to Disc Makers. In fact, Disc Makers insists that they have something to gain.

In the Studio Partner Program, Disc Makers gives studios exclusive benefits and rewards every time they refer a client. For participating in the Partner Program, a studio gets a commission on CD orders referred, as well as discounts off CD manufacturing jobs, CD-R duplicators and printers, and on blank CD-Rs and supplies. Additionally, studios get free advertising by becoming a partner, with a full-page listing on [www.studiofinder.com](http://www.studiofinder.com), the largest studio directory on the Web. Finally, Disc Makers produces a custom, commemorative plaque for every project referred by a Studio Partner, which go to the studio and the artist and form a beautiful showcase for each Studio Partner of the CD-quality recordings they produce.

A New York City recording facility in its 20th year of business, PPI Recording has been a Studio Partner for around four years, before which the facility had its own duplicating and graphic-design service. Owners Chip and Dale Fabrizi sold off the duplication business in order to concentrate on recording and mastering, and shortly thereafter became aware of Disc Makers' Partnership Program. With so many clients recording demos and looking for duplication and packaging services, PPI became a studio partner and started sending clients to Disc Makers regularly. The partnership fits appropriately into PPI's full-service capabilities; they can take a project through from pre-production to mastering, and then hand it over to Disc Makers.

According to Dale Fabrizi, being a studio partner was particularly beneficial with a single producer client that had booked rooms at PPI for consecutive projects over two years.

retail sales, 300 full-color posters at a greatly reduced price, 500 free postcards (which can be replaced by \$100 reduced rate on Disc Makers' SoundLab mastering services) and a plaque commemorating the album project.

"At one point, we realized that if we made the recording or mastering studio our partner rather than try to go around them, we'd be able to reach more artists," mentions Morris Ballen, Disc Makers' president. Since then, more than 3,000 Disc Makers Studio Partners have referred customers to the replicator, and have received commission checks and commemorative plaques. New studios continue to sign up to become partners daily. "Trust is the key factor in any successful partnership," says Ballen. "We would have no program if the studios didn't trust us to deliver for their clients, and if we couldn't back up that promise."

Darrell Powell, who's Studio D in Summitville, IN is one of Disc Makers' earliest studio partners, refers all kinds of clients to Disc Makers, and feels comfortable that they will get well taken care of. "If I refer a client who's a first-timer, Disc Makers is really good at taking them by the hand, guiding them through the process," shares Powell. "And, that really helps me out, because in some cases, if I didn't have Disc Makers to send them to, I'd have to worry about getting them into good hands, with a duplicator, a printer, a graphic artist, etc. They also have the quickest turnaround of anyone in the business, it seems, and really competitive packaging. I would be sending people there anyway, but as a Studio Partner, the fact that there's a kickback that comes my way is an added bonus."

**Disc Makers**  
[www.discmakers.com](http://www.discmakers.com)