
KAWAI AMERICA CORPORATION

response to

FRP 19-915 – Piano Replacement Program

for



Proposal Due: Friday, November 9, 2018 at 2:00PM EST

KAWAI

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THE FUTURE OF THE PIANO



Kawai America – Who We Are

Kawai America is a manufacturer and distributor of the highest quality acoustic, digital, and hybrid pianos available anywhere. Established in 1963, our pianos can be found in nearly every school music program across the country.

Kawai's piano replacement solutions place emphasis on the following attributes:

QUALITY

Kawai pianos have reached the pinnacle of international acclaim. Found on concert stages throughout the world, they continue to be selected by gold medal winners and finalists at prestigious international piano competitions across the globe.

Kawai has become one of the most celebrated companies in the global music products industry having received over 48 major international awards for product and service excellence.

PARTNERSHIP

Kawai has active partnerships with the following higher education institutions. Through our EPIC Partnership program, these institutions have replaced a significant portion of their piano fleets with new Kawai instruments. The ongoing relationship provides access to scholarship funding, loan instruments at no cost, and periodic technical service support.

- Chapman University – Orange, CA
- The Colburn School – Los Angeles, CA
- Columbia College Chicago – Chicago, IL
- Conservatoire de Musique du Quebec, Canada
- Interlochen Center for the Arts – Interlochen, MI
- Jacksonville University – Jacksonville, FL
- LaGrange College – LaGrange, GA
- Reinhardt University – Waleska, GA
- Shorter University – Rome, GA
- University of Southern Mississippi – Hattiesburg, MS
- University of West Georgia – Carrollton, GA
- Wayne State University – Detroit, MI
- Wheaton College – Wheaton, IL



INNOVATION

Kawai pioneered the use of composite materials in the piano's action (the engine of the piano). Our Millennium III Action utilizes Carbon Fiber to provide improved performance, durability, speed, power, and control. Consistent, stable actions are a hallmark of the Kawai brand and what sets us apart from others.

Hybrids represent new breed of musical instruments created by the fusion of acoustic and digital piano elements. Kawai offers both Acoustic Hybrids (traditional acoustic pianos with digital piano functionality) and Digital Hybrids (advanced digital pianos equipped with important acoustic piano components). All are designed to enhance the enjoyment, capabilities and performance of the player.

AFFORDABILITY

Kawai recognizes the financial challenges faced by college music programs and has developed programs specifically designed to help schools replace their existing, worn-out pianos with new ones.

The Kawai EPIC Partnership makes new pianos available to schools at sponsored cost levels. Funding from the Shigeru Kawai Endowment puts the dream of a world-class fleet of instruments within reach of any school.

The Kawai loan program makes new instruments available immediately with no cost to the institution. New instruments are placed in the school at the beginning of the year and sold at an on-campus sale event at the end of the year. This cycle can be repeated each year until funding for school acquisition of instruments becomes available.

Our response to the RFP follows.



Phase 1:

Kawai will loan an assortment of Grand and Upright pianos at no charge to the school. Pianos would be placed in the school upon the award of this RFP to Kawai.

Specific models to be determined based on the most pressing needs of the music department but would include a minimum of 3-4 Grand Pianos and 4-5 Upright Pianos. A sample assortment could be:

- 1 Kawai GL-40 5'11" Grand Piano
- 2 Kawai GL-30 5'5" Grand Piano
- 2 Kawai K-400 48" Professional Upright Piano
- 2 Kawai K-300 48" Professional Upright Piano
- 1 Kawai UST-9 46.5" Institutional Upright Piano

At the end of the school year, at a date mutually agreed to by the school and Kawai, an on-campus sale would be conducted to sell the loaned instruments, along with pianos from the current UMW fleet. At the conclusion of the sale, new instruments would replace the previous loaned pianos. Proceeds from sold UMW fleet pianos would be used to purchase new Kawai instruments.



Phase 2:

New pianos will be offered for purchase based on the schools stated needs. Pricing is based on EPIC Partnership status attainment and is valid for 180 days. It is understood that fundraising for a project of this size could take a number of years. Prices on this list are subject to a 5-7% increase per annum after 180 days.

- i. Piano Faculty Studio – 2 grand pianos
 - a. 2 Shigeru Kawai SK-6 7' Semi-Concert Grand Pianos - \$55,500 ea.
- ii. Other Faculty Studios – 2 grand, 3 upright pianos
 - a. 2 Kawai GL-40 5'11" Classic Grand Pianos - \$19,045 ea.
 - b. 3 Kawai K-400 48" Professional Upright Pianos - \$6,760 ea.
- iii. Practice Rooms – 3 grand, 8 upright pianos
 - a. 3 Kawai GL-30 5'5" Classic Grand Pianos - \$16,160 ea.
 - b. 4 Kawai K-400 48" Professional Upright Pianos - \$6,670 ea.
 - c. 4 Kawai UST-9 46.5" Institutional Upright Pianos - \$4,530 ea.
- iv. Rehearsal Spaces – 2 Grand Pianos
 - a. 2 Kawai GX-3 Blak Series 6'1" Classic Grand Pianos - \$28,945 ea.
- v. Public Performance Spaces/Classrooms – 3 Grand Pianos
 - a. 1 Kawai GX-6 Blak Series 7'0" Semi-Concert Grand Piano - \$36,840 ea.
 - b. 2 Kawai GL-50 6'1" Classic Grand Piano - \$21,800 ea.
- vi. Digital Piano Lab – 16 student stations, 1 teacher station
 - a. 1 Kawai CA78RO Concert Artist Series Digital Piano - \$3,085 ea.
 - b. 16 Kawai CN27RO Digital Piano - \$1,565 ea.
 - c. 1 Kawai KLCS 16-station lab communication system - \$5,260 ea.

Upon completion of the above purchase plan, Kawai will provide a **contribution of \$20,000** to be used for piano maintenance and service.



A summary total of the above purchase assortment follows:

QTY	MODEL	DESCRIPTION	EPIC Price ea.	Extended EPIC Price
2	SK-6	Shigeru 7' Semi-Concert Grand	\$55,500	\$111,000
1	GX-6	Kawai 7' Semi-Concert Grand	\$36,840	\$36,840
2	GX-3	Kawai 6'2" Professional Grand	\$28,945	\$57,890
2	GL50	Kawai 6'2" Classic Grand	\$21,800	\$43,600
2	GL40	Kawai 5'11" Classic Grand	\$19,045	\$38,090
3	GL30	Kawai 5'5" Baby Grand	\$16,160	\$48,480
12		subtotal -		\$335,900

QTY	MODEL	DESCRIPTION	EPIC Price ea.	Extended EPIC Price
7	K-400	Kawai 48" Professional Upright	\$6,760	\$47,320
4	UST-9	Kawai 46.5" Institutional Upright	\$4,530	\$18,120
11		subtotal -		\$65,440

QTY	MODEL	DESCRIPTION	EPIC Price ea.	Extended EPIC Price
1	CA78	Kawai Concert Artist Digital Piano	\$3,085	\$3,085
16	CN27	Kawai Institutional Digital Piano	\$1,565	\$25,040
1	KLCS	Kawai Lab Communication System	\$5,260	\$5,260
18		subtotal -		\$33,385

**TOTAL EPIC PRICE
\$434,725**



Disposal of Existing UMW Piano Fleet

Trade values have been assigned for the existing fleet inventory at UMW. It is possible that higher values could be obtained during the on-campus sale event.

<u>Num.</u>	<u>Make</u>	<u>Model</u>	<u>Ser #</u>	<u>Year</u>	<u>Rating</u>	<u>Trade Value</u>
1	Baldwin	L	302619	1991	1	\$1,000
2	Kawai	42" Console	770191	1974	1	Dispose
3	Steinway	M	150420	1911	1	\$1,500
4	Kawai	42" Console	290036	1967	1	Dispose
5	Steinway	42" Console	n/a	1968	1	Dispose
6	Baldwin	Hamilton	n/a	1991	1	Dispose
7	Kawai	KG-1	604752	1972	1	\$1,000
8	Yamaha	MX100x	5016664	1991	3	\$750
9	Baldwin	Hamilton	437513	1991	1	\$250
10	Kawai	42" Console	770208	1974	1	Dispose
11	Kawai	No. 600	359991	1968	1	\$750
12	Baldwin	Hamilton	435309	1991	1	\$250
13	Kawai	KG-1	604765	1972	1	\$1,000
14	Steinway	M	336058	1951	1	\$2,000
15	Steinway	O	101583	1901	1	\$2,000
16	Steinway	M	220484	1923	1	\$1,500
17	Baldwin	L	302736	1991	1	\$500
18	Kawai	42" Console	290035	1967	1	Dispose
19	Baldwin	L	302679	1991	1	\$1,000
20	Kawai	No. 600	359989	1968	1	\$750
21	Baldwin	SD-10	267944	1986	1	\$3,500
22	Kawai	42" Console	763991	1974	1	Dispose
23	Baldwin	L	302616	1991	1	\$1,000

