

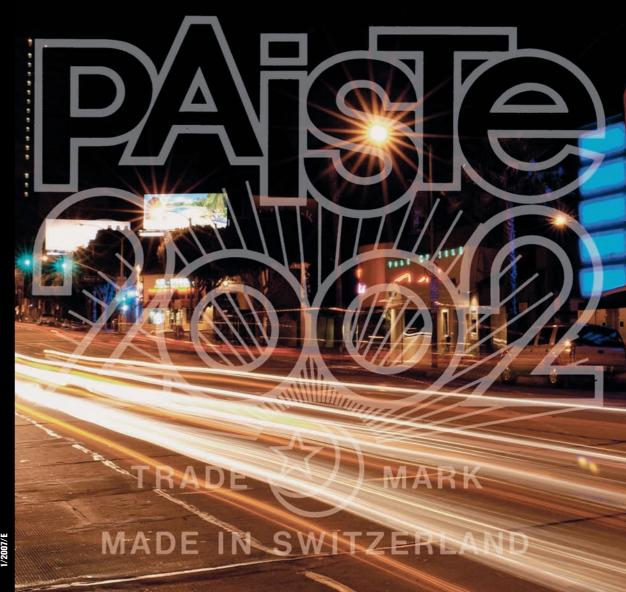
PAISTE THE REVOLUTIONARY SOUND GIANT BEAT IS BACK FOR TODAY'S MUSIC.



THE LEGENDARY SOUND THAT KEEPS ADVANCING.



E THE ORIGINAL PUNK AND METAL SOUND.



2002 — READY TO MAKE HISTORY. AGAIN.

PAISTE's 2002 is one of the most successful and long-lasting musical instrument brands ever. 2002 cymbals helped define the sound and music of generations of drummers. For them, the 2002 is a legendary piece of music history.

The 2002 is as much a celebrated cymbal sound and an icon of music culture, as it is an ongoing quest: the repeated effort to find new sound qualities in a pioneering bronze alloy and the relentless pursuit of cymbal sounds to match trends in music. For PAISTE, that makes it a vision more than anything else.

The beginnings of the 2002 and its predecessor Giant Beat are intimately related to the early period of Rock music. The story begins sometime in the early 1960's with the discovery of a new bronze alloy. Up to the 1950's, PAISTE mainly uses Nickel-silver for cymbals. The company then develops the Formula 602 in the late 1950's from the traditional 20% Bronze, a cymbal line rooted in Jazz and acoustic Rock'n Roll that exhibits a cool, rich, sophisticated sound character and gains PAISTE its first wave of international notoriety. Yet the company does not rest, experiments with CuSn8 bronze alloy, and pioneers CuSn8 cymbals in 1963.

Around the same time, the world is experiencing the rapid expansion of Rock music, which emerges forcefully from the foundations of Blues, Folk, Country and Rock'n Roll as bands like the Rolling Stones, Yardbirds, Animals, Beatles, Kinks and the Who take the stage. The electrified sound they generate is groundbreaking. Popular music, simply stated, becomes loud and irreverent.

The new bronze alloy PAISTE is already working with turns out to be perfect for the new soundscape with its amplified volume and frequencies. In 1967 PAISTE launches Giant Beat cymbals, which are characterized by warmth, strength and brilliance such as drummers had not known before. Key players Keith Moon, John Bonham, Nick Mason and Carl Palmer immediately embrace the new cymbals and thrive on their revolutionary sound.



Around the time of the Giant Beat launch, Rock explodes into numerous varieties. It branches out into Blues, Folk and Neoclassical Revival and Psychedelic Rock, with artists like Pink Floyd, The Grateful Dead, Jimi Hendrix, Cream and Fleetwood Mac adding depth, color and diversity to the genre. Emerson Lake & Palmer, Yes, Genesis, King Crimson and Jethro Tull take on ambitious and stylistically diverse directions and craft Progressive Rock. At the same time, Led Zeppelin, Deep Purple and Black Sabbath take Rock to new levels of energy and create Hard Rock. Further major musical factors are Jazz giants like Miles Davis, Tony Williams and Weather Report, who vigorously pursue the electrification of Jazz.

This causes PAISTE to work on new cymbals to match the revolutionary blend of electrified volume and sophistication. A fusion of the design principles of the sophisticated qualities of Formula 602 and the energy and brilliance of the Giant Beat together with the CuSn8 bronze formula proves to be the magical mixture, and the 2002 is inaugurated in 1971. Most of the major Rock drummers of the time flock to the new cymbals and make them part of their sound. Drummers like John Bonham, with his thunderous power and groundbreaking style, or Carl Palmer with his dazzling speed and drumming technique, and lan Paice with his crisp, tight, and powerful playing style are inspired by and bring out the best in 2002 cymbals.

Throughout the 1970's, Rock's popularity explodes, draws ever larger crowds, and embraces Folk, Roots and Jazz influences. Two developments of the latter 1970's stand out and will have a main influence on PAISTE's work with cymbals. The first is the explosive growth of the Rock genre Heavy Metal, as pioneered by Judas Priest, Motörhead, Iron Maiden, AC/DC and Van Halen. The second is the counterculture advent of Punk lead by the Ramones, Sex Pistols, The Damned and The Clash. As ideologically diverse as the styles may be, both are characterized by extreme volume, speed and midrange heavy distortion. PAISTE's answer is the creation of RUDE cymbals, whose raw power and energy stems from their hand hammered, un-lathed uniform thickness design, and naturally, the CuSn8 bronze. Punk and Heavy Metal players like Rat Scabies, Marky Ramone, Alex Van Halen, and Bobby Rondinelli gladly welcome RUDE cymbals into their arsenals.

As Rock music enters the 1980's, exploring the stylistic boundaries of Punk and New Wave, two 2002/RUDE players stand out, both in terms of success and stylistic influence: Stewart Copeland with his intricate, textured drum work in the context of Police's stripped down punk-reggae inspired mix, and Larry Mullen jr. with his instinctual drumming style in the hugely successful U2, the band that bridged the simplistic vehemence of punk rock with the mass appeal of pop.

Metal, Punk and Hardcore continue to expand their stylistic variety throughout the decade and beyond, as PAISTE players like Dave Lombardo, Charlie Benante, Tico Torres, and Scott Travis prove that their 2002 and RUDE cymbals effortlessly hold up to the merciless and powerful playing styles that are unleashed on them.

In 1986, PAISTE launches the 3000, which successfully advance the 2002 sound based on 1980's musical trends. Towards the late 1980's the Formula 602 starts to loose its relevance in the musical context of that decade. Both series are quickly overshadowed by the groundbreaking development of the Signature series in the late 1980's, which utilizes PAISTE's own specifically developed bronze alloy and sets a new standard for advanced PAISTE sound. The Formula 602 is discontinued soon thereafter. In 1994, PAISTE decides to merge the RUDE series and selected 3000 models into an expanded 2002.

The 1990's definitely reinvigorate Rock music and give it new directions. The decade starts out with the development of



Alternative & Progressive Rock and swiftly moves into Grunge. Roots Rock brings Country, Folk, and Soul elements to the table. Emocore in its many sub varieties infuses Hardcore with Punk, Pop, Ska, Ballad, and Jazz elements. Metal breeds new sub styles, and in the process incorporates progressive elements, punk minimalism and even funk and rap. It refines its dark side with Black and Doom Metal, while Gothic Rock and Metal are alive throughout.

What's significant in all this dizzying variety, explosion and integration of styles is the underlying technical ability and stylistically broad training of the era's musicians in general and the drummers in particular that perform a magnificent range of Rock music.

Certainly, the drummers of the 1990's are well served by the selection of 2002, RUDE and Signature cymbals available to them. Satisfied PAISTE drummers in progressive Grunge, Hardcore, Punk, Metal and Roots based Rock include such able and superb drummers as Danny Carey, Jordan Burns, David Silveria, Aaron Montgomery, Joey Jordison, John Dolmayan, and Aquiles Priester. PAISTE nonetheless recognizes the tremendous musical developments of the decade and once more sets out to create new cymbals from the tried and true CuSn8 bronze alloy.

During the 1990's PAISTE develops the Traditionals series, dark, complex and musical cymbals that faithfully reproduce vintage Jazz, Blues and Big Band sound from the 1940's through the 1960's. To create new cymbals based on the 1990's musical developments, PAISTE borrows design principles from the Signature and Traditionals series and applies them to the trusted CuSn8 bronze alloy. In 1999 PAISTE launches the new cymbals under the DIMENSIONS name and returns the 2002 to a smaller lineup of classic models. At the same time, PAISTE re-launches RUDE cymbals under the original name. DIMENSIONS cymbals readily make it into many of PAISTE's top Rock artists' cymbal sets. In 2003, PAISTE adds a significant set of models to the DIMENSIONS.

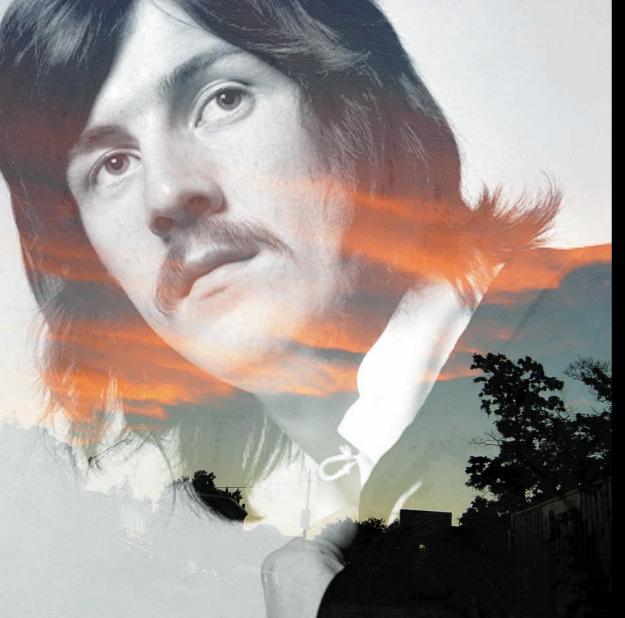
Rock music has undertaken a tremendous exploration of stylistic variety over its first three decades. In the late 1990's and early 2000's, it is returning to the exploration of the textures and dynamics of its origins, which coincide with the era of the launch of the 2002. As the resurging popularity of 2002 eclipses the critical acclaim for DIMENSIONS, PAISTE is compelled to recognize once and for all the tremendous resilience of the 2002 in the context of Rock music.

In 2005, PAISTE therefore once again makes the 2002 a core series for the future. The best and most innovative DIMENSIONS models are incorporated into a newly expanded 2002, adding current trend cymbal sound to this venerable line. At the same time, the RUDE series is enriched by Thin Crash models, bringing more control and sophistication to that series as well. In 2006 and 2007, PAISTE continues the expansion of the 2002 and RUDE series with the introduction of WILD models in the Crash, Ride, Hi-Hat, China and Splash category, adding still more raw musical power and brilliance to the assortment.

Yet perhaps the most tantalizing addition to PAISTE's program is the 2005 re-launch of the legendary Giant Beat. In today's musical context, the unique nature of these vintage cymbals even seems to eclipse their original design purpose, as such exceptional drummers as Steve Jordan and Jim Keltner make Giant Beat cymbals the latest addition to their sets.

PAISTE's family of professional CuSn8 Bronze cymbals has already completed a fascinating and breathtaking musical trip across four decades. Today, as much as ever, the Giant Beat, 2002, and RUDE stand ready to make music history – again.





JOHN BONHAM # LED ZEPPELIN

CYMBAL SET 1972: 15" SOUND EDGE HI-HAT, 2002 / 18" GIANT BEAT / 20" GIANT BEAT 24" GIANT BEAT

CYMBAL SET 1975: 15" SOUND EDGE HI-HAT, 2002 / 16" MEDIUM, 2002 / 24" RIDE, 2002 18" RIDE, 2002 / 18" MEDIUM, 2002 / 20" MEDIUM RIDE, FORMULA 602





KEITH MOON # THE WHO

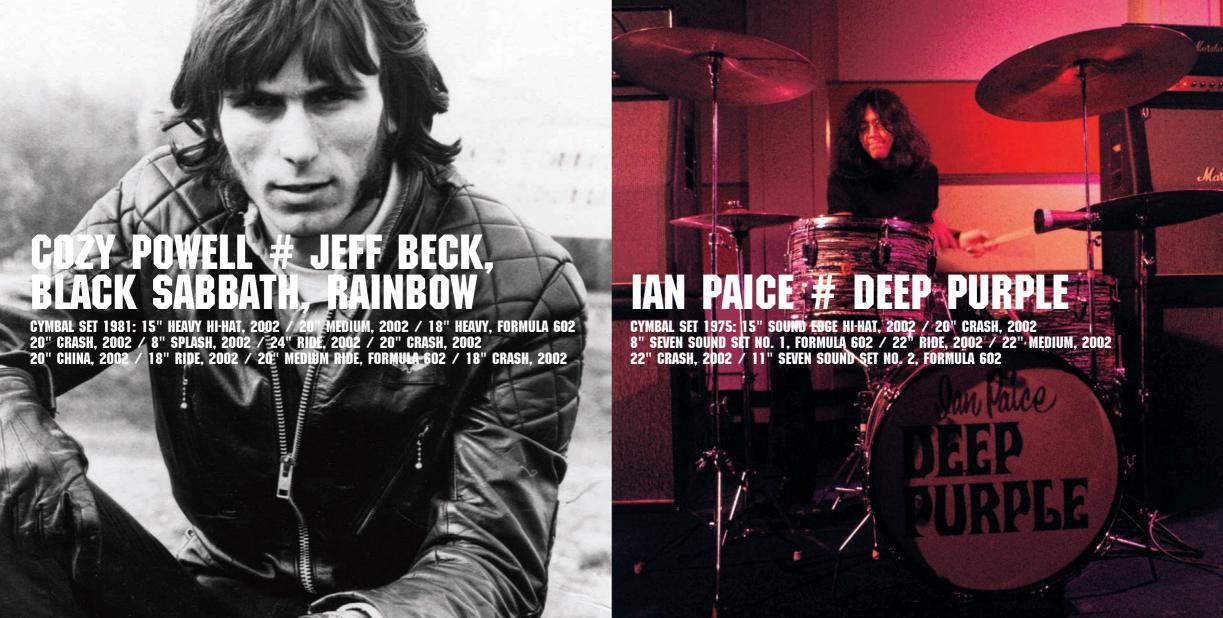
CYMBAL SET 1972: 15" HEAVY HI-HAT, 2002 / 16" CRASH, 2002 / 18" CRASH, 2002 20" CRASH, 2002 / 18" MEDIUM, 2002 / 22" RIDE, 2002

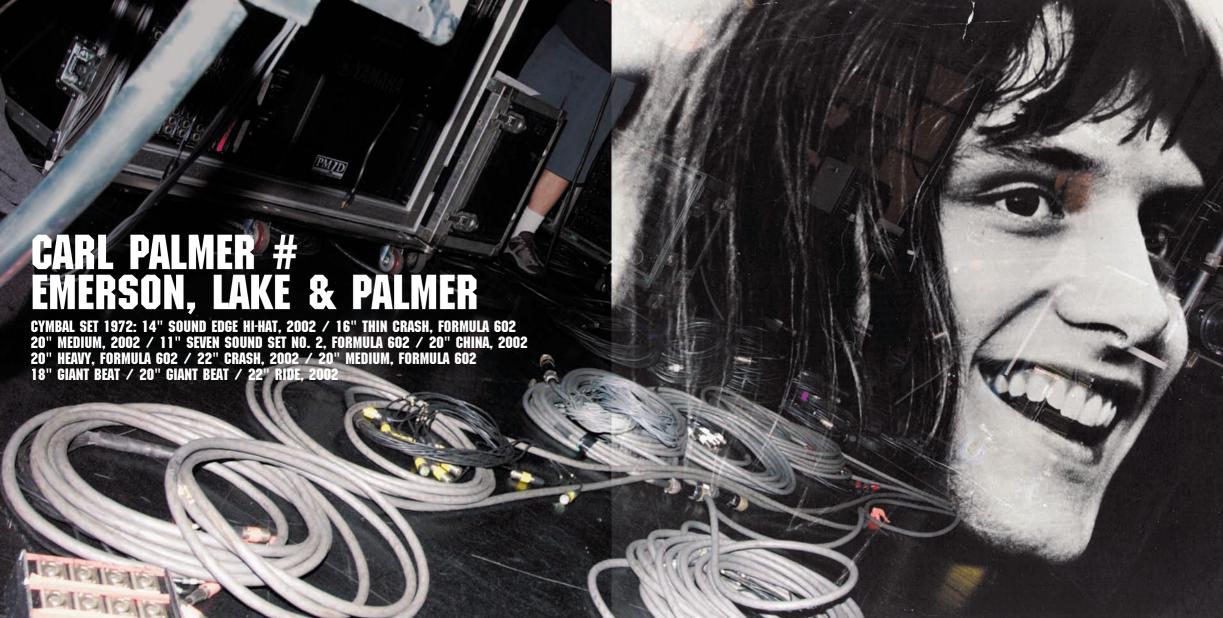
NICK MASON # PINK FLOYD

CYMBAL SET 1972: 15" HEAVY HI-HAT, FORMULA 602 / 18" GIANT BEAT (HEAVY)
8" SEVEN SOUND SET NO. 1, FORMULA 602 / 18" GIANT BEAT / 20" GIANT BEAT / 24" GIANT BEAT
CYMBAL SET 1981: 15" HEAVY HI-HAT, FORMULA 602 / 16" CRASH, 2002 / 18" MEDIUM, 2002
18" RIDE, 2002 / 20" RIDE, 2002 / 18" CHINA, 2002

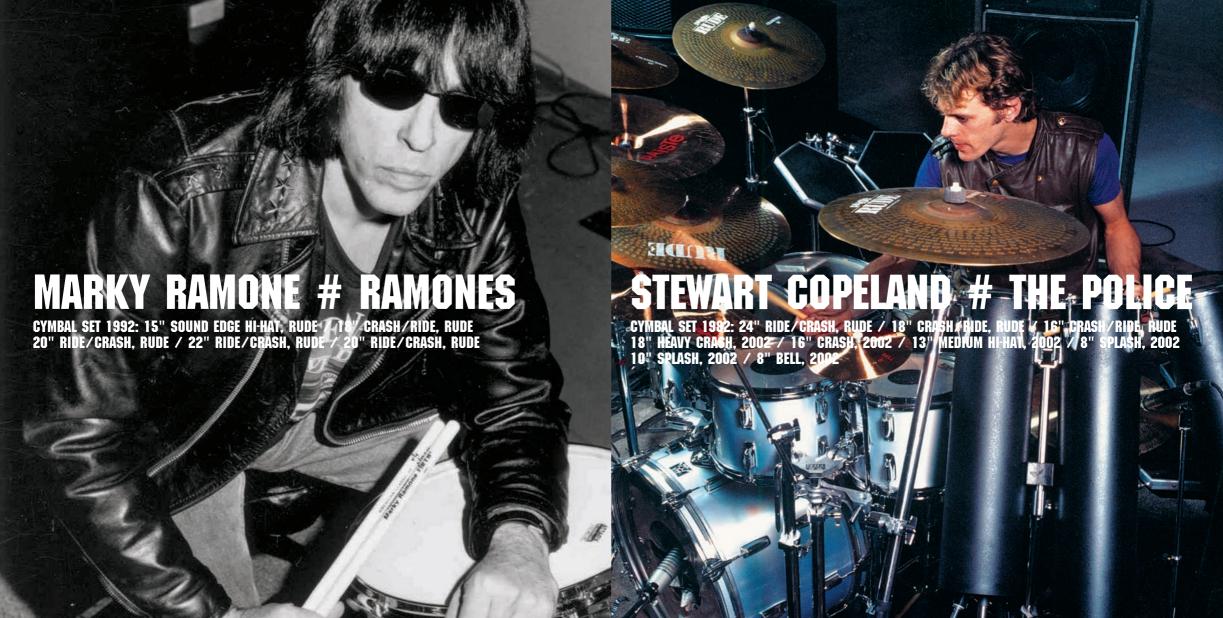


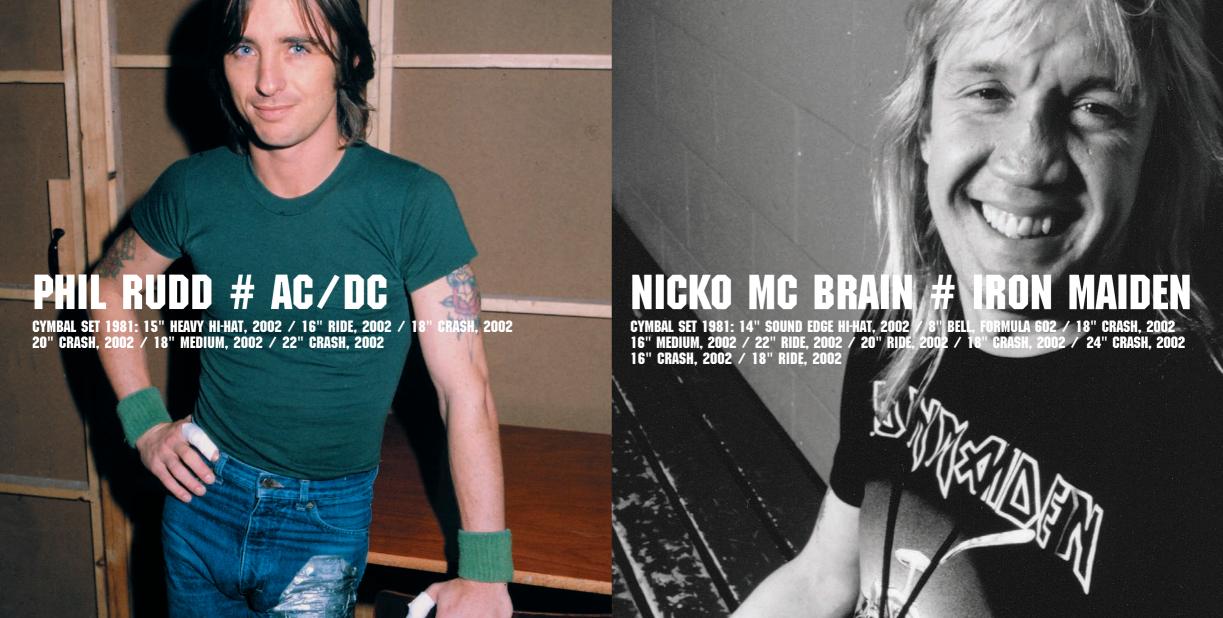










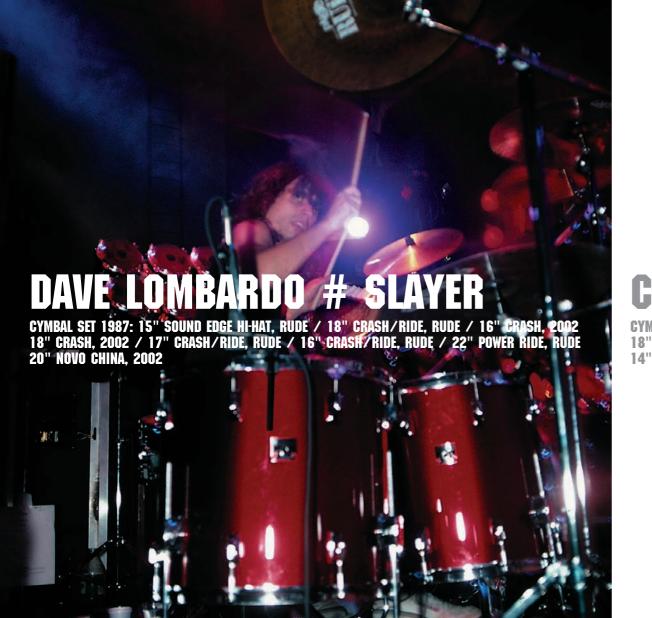














BOBBY RONDINELLI # THE LIZARDS, BLACK SABBATH, BLUE OYSTER CULT

CYMBAL SET 2006: 24" GIANT BEAT (STUDIO) / 24" RIDE, 2002 (LIVE) / 14" MEDIUM LIGHT HI-HAT, TRADITIONALS / 15" SOUND EDGE HI-HAT, 2002 / 17" CRASH, 2002 / 18" CRASH, 2002 19" CRASH, 2002 / 20" CRASH, 2002 / 18" GIANT BEAT / 10" SPLASH, 2002 20" NOVO CHINA, 2002 / 12"/16" TRASH SET, NOISEWORKS / 10" MICRO HAT, SIGNATURE

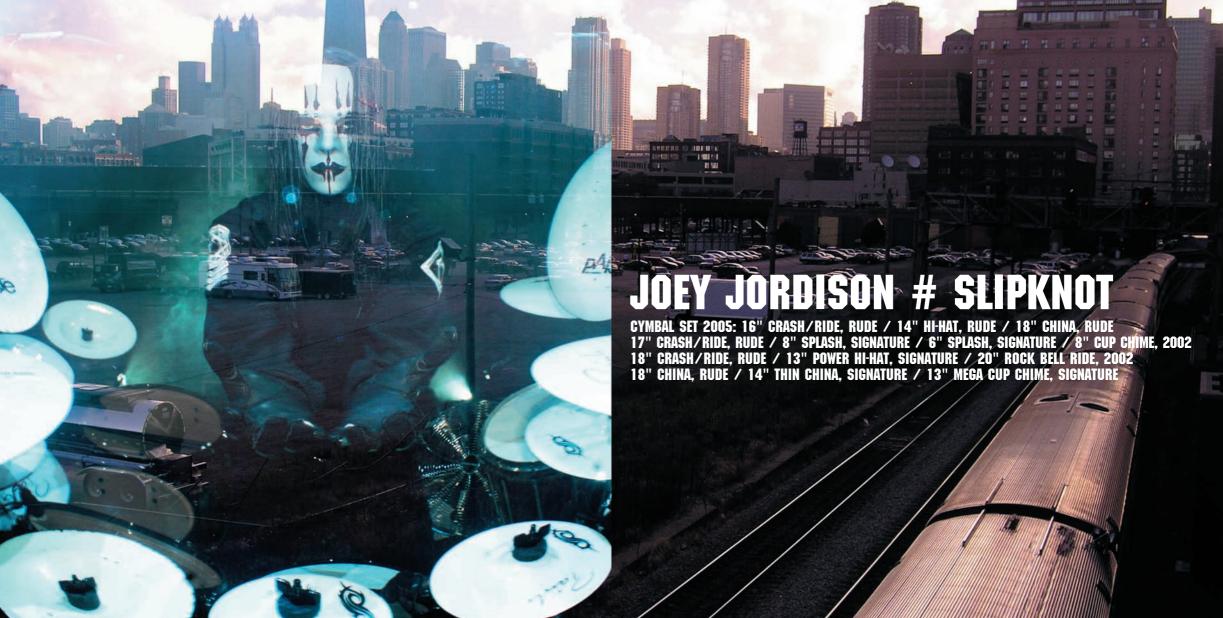




ALEX GONZALEZ # MANA

CYMBAL SET 2002: 8" BELL, SIGNATURE / 16" CHINA, 2002 / 13" SOUND EDGE HI-HAT, 2002 18" MEDIUM, 2002 / 8" CUP CHIME, 2002 / 8" SPLASH, 2002 / 10" SPLASH, SIGNATURE 22" HEAVY RIDE, 2002 / 18" MEDIUM, 2002 / 14" SOUND EDGE HI-HAT, 2002 18" CHINA, 2002





ROCK HISTORY & SELECTED PAISTE ARTISTS

MID 1960'S TO EARLY 1970'S

British Invasion # Folk Rooted Counterculture # Psychedelic Rock # Blues, Folk & Neoclassical Revival # Progressive Rock # Hard Rock #

Country & Roots Rock

Keith Moon # The Who (2002)

Bobby Elliott # The Hollies (2002/F0602)

Mick Avory # The Kinks (2002/F0602)

John Wilson # Them (F0602)

Nick Mason # Pink Floyd (GB/2002)

Keef Hartley # John Mayall (F0602)

Leon Ndugu Chancler # Santana (2002/F0602)

Carl Palmer # ELP (GB/2002/F0602)

Brian Davison # The Nice (GB/2002/F0602)

Paul Thompson # Roxy Music (2002/F0602)

Barriemore Barlow, Clive Bunker # Jethro Tull (2002/F0602)

Bill Bruford # Yes. King Crimson (2002/F0602)

Cozy Powell # Jeff Beck, Black Sabbath, Rainbow (2002/F0602) Dennis Elliott # Foreigner (2002)

Jon Hiseman # Jack Bruce, Colosseum (GB/2002/F0602)

Kenney Jones # Small Faces. Faces (2002)

John Marshall # Jack Bruce, Soft Machine (2002/F0602)

Robert Townsend # Family (2002/F0602)

Mel Pritchard # Barclay James Harvest (2002/F0602)

Ian Paice # Deep Purple (2002/F0602)

John Bonham # Led Zeppelin (GB/2002/F0602)

Andy Parker # UFO (2002)

Herman Rarebell # Scorpions (2002)

John Coghlan # Status Quo (2002)

Simon Kirke # Bad Co. (2002)

Frank Beard # ZZ Top (2002)

Chris Slade # Uriah Heep (2002)

Prairie Prince # The Tubes (2002/RUDE)

Michael J. Derosier # Heart (2002)

Don Henley # Eagles (2002/F0602)

MID 1970'S TO MID 1980'S

Heavy Metal # Prog & Jazz Rock # Super Groups #

American & British Graffiti # Punk Rock #

Gothic Rock # Hardcore # Ska & Reggae # Modernism #

New Wave # Synth-Pop # Black Metal # Pop Metal #

Speed Metal

Pete Gill, Mikkey Dee # Motörhead (2002)

Clive Burr. Nicko McBrain # Iron Maiden (2002)

Phil Rudd # AC/DC (2002)

Alex Van Halen # Van Halen (2002/RUDE)

Dave Holland # Judas Priest (2002)

Eric Carr # Kiss (2002/RUDE)

Bobby Rondinelli # Rainbow (2002/RUDE)

Nigel Glockler # Saxon (2002)

Paul Burgess # 10cc (2002/F0602)

Carl Palmer # Asia (GB/2002/F0602)

Bill Bruford # Bill Bruford. UK (2002/F0602)

Pick Withers # Dire Straits (2002)

Rick Buckler # The Jam (RUDE/2002)

Marky Ramone # Ramones (RUDE)

Rat Scabies # The Damned (RUDE/2002)

Stewart Copeland # The Police (2002/RUDE)

Larry Mullen ir. # U2 (2002/RUDE)

Wolfgang Rhode, Vom Ritchie # Toten Hosen (RUDE/2002)

Ingo Schwichtenberg # Helloween (2002)

Bobby Blotzer # Ratt (2002)

Tico Torres # Bon Jovi (2002) Leonard Haze # Y&T (RUDE/2002)

Dave Lombardo # Slaver (2002/RUDE)

Scott Columbus # Manowar (2002)

Charlie Benante # Anthrax (2002/RUDE)

Reed St. Mark # Celtic Frost (RUDE)

Scott Travis # Racer X (2002)

MID 1980'S TO 2000'S

Grindcore # Death Metal # Progressive Metal #

Street Sound # Grunge # Roots Rock #

Space Pop # Industrial Metal #

Punk Crossover # Noise Rock # Post-Rock #

Alternative Rock # Neo Blues # Alternative Pop #

Neo Folk # Roots Rock # Emocore # Glam-Metal #

Prog-Metal # Doom-Metal # Stoner Rock #

Funk & Rap Metal # Angst-Metal # Gothic Rock #

Gothic Metal # Pop Punk

Steve Asheim # Deicide (2002/RUDE/ALPHA)

Anthony Johnson # 24-7 Spyz (2002)

Jerry Gaskill # King's X (RUDE/2002)

Scott Rockenfield # Oueensryche (2002/SIG)

Louis Perez # Los Lobos (2002)

Bill Rieflin # R.E.M. (2002/SIG)

Eric Stock # Stroke 9 (DIM/RUDE)

Dean Butterworth # Ben Harper (2002/RUDE/SIG)

Andy Sturmer # Jellyfish (2002/SIG)

Pat Mastelotto # Rembrandts (2002/SIG)

Eric Kretz # Stone Temple Pilots (SIG/2002)

Danny Carey # Tool (2002/SIG/RUDE)

Butch Norton # Eels (2002/SIG/GB)

Tv Smith # Guttermouth (SIG)

David Raun # Lagwagon (2002/DIM)

Jerry O'Neill # Voodoo Glow Skulls (RUDE/ALPHA)

Gabe Mantle # Gob (SIG)

Gavin Hammon # Dance Hall Crashers (SIG/DIM)

Chris Hornbrook # Poison the Well (2002/SIG/ALPHA)

Jürgen Stiehle # Die Happy (2002)

Jordan Burns # Strung Out (2002/RUDE)

Aguiles Priester # Angra (RUDE/2002/SIG)

Matt Byrne # Hatebreed (2002/RUDE) David Silveria # Korn (RUDE/SIG)

Gas Lipstick # HIM (2002/SIG)

Brad Wilk # Rage Against the Machine, Audioslave (2002/SIG)

Stephen Van Haestregt # Within Temptation (2002/SIG)

Yael Benzaken # My Ruin (RUDE/2002/ALPHA)

Jukka Nevaleinen # Nightwish (2002)

Aaron Montgomery # Trapt (2002/RUDE/SIG)

Joev Jordison # Slipknot (RUDE/2002/SIG)

John Dolmayan # System of a Down (SIG/RUDE)

Laura Baca # Eveliners (DIM)

Meg White # White Stripes (2002/SIG)

Randy Ebright # Molotoy (2002/RUDE/SIG)

Alex Gonzalez # Mana (2002/SIG)

Oleg Pungin # Mumiy Troll (RUDE/2002/SIG)

Sergey Efimov # Kruiz (2002)

Bobby Jarzombek # Sebastian Bach (2002/RUDE)

Patrick Keeler # The Raconteurs (GB)

Ben Dussault # Throwdown (RUDE/ALPHA)

Dave Mackintosh # Dragonforce (2002/RUDE/ALPHA)

Jason McGerr # Death Gab for Cutie (GB)

Samuel Giers # Mando Diao (GB/2002)

Hatuev # The Locos (RUDE)

Juergen «Bam Bam» Wiehler # Bonfire (RUDE/2002)

GB - Giant Beat (1967) / Re-launched in '05

2002 - Paiste 2002 (1971)

RUDE - Paiste RUDE (1980) / «2002 RUDE» from '94 to '98

SIG - Signature (1989)

ioin 2002 in '05

DIM - (New) Dimensions (1999, 2003) / Significant models

ALPHA - Paiste Alpha (2006)

Notes: Artist setups are taken from the relvant music periods. Musical genres indicate major trends and are not meant to be complete or chronologically precise.

GIANT BEAT

MULTI-FUNCTION

Giant Beat 18/20/24

HI-HAT

Giant Beat Hi-Hat 14/15

2002

Paperthin 16/18/20

CRASH

Thin Crash 16/17/18/19
Crash 14/15/16/17/18/19/20/22/24 ©
Medium 16/18/20 ©
Power Crash 16/17*/18/19*/20
Wild Crash 17/18/19/20

2002

RIDE

Cool Ride 20
Ride 20/22/24 ©
Deep Full Ride 20/22
Dry Ride 20
Wild Ride 20/22
Heavy Ride 20/22 ©
Power Ride 20/22
Wild Crush Ride 18/19/20

PERCUSSIVE

Bell Chime 6 Accent Cymbal 4/6/8 Cup Chime 5/5½/6/6½/7/7½/8

2002

HI-HAT

Medium Hi-Hat 13/14/15 Crunch Hats 14/15
Sound Edge Hi-Hat 13/14/15 Wild Hats 14/15
Heavy Hi-Hat 14 O

SPLASH

Splash 8/10/11/12 • Wild Splash 10 *

CHINA

Thin China 14/16/18

Novo China 18/20

China 16/18/20/22 •

Wild China 15/17/19/21 *

RUDE

RIDE

Ride/Crash 20 Power Ride 20 Mega Power Ride 24

CRASH

Thin Crash 16/17/18/19/20 Crash/Ride 16/17/18/19 Wild Crash 17/18/19/20

HI-HAT

Hi-Hat 14 Sound Edge Hi-Hat 14

SPLASH

Splash 10

CHINA

China 18

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COORDINATION: Renato Müller

COPY: Erik Paiste

^{*} available from Q2/2007

original 1971 model