#### References

The loving work of the six generations of the Petrof family "The fine and rich tone of the PETROF grand piano suited my not only brings pleasure to accomplished musicians but voice like a velvet cushion. I send my warmest greetings to this also thrills the hearts of thousands more music lovers. Our instrument." acoustic pianos go some way to calming our hectic times. The appreciative comments and compliments of many world- "It was a joy to play a PETROF instrument whose sound and famous artists show the public's recognition of the quality of action suit the player so very well." the instruments. They have found their home, among other places, in the UNESCO Palace in Paris, La Scala Theatre in Milan, Hilton Hotels, the Sydney Opera House, at the residence of the Russian president in Valday, the Gaziantep University in Turkey and in many other institutions. Many famous musicians, theatre and film actors and other notable personalities have

Alperin Mikhail (NOR) | Ardašev Igor (CZ) | Arriale Lynne yours that was so perfect in every way." (USA) | Aznavour Charles (FRA) | Barber Chris (GBR) | Basie Count (USA) | Bernstein Leonard (USA) | Bécaud Gilbert (FRA) | Cardinale Claudia (FRA) | Carreras Jose (ESP) Clark Petula (GBR) | Clayderman Richard (FRA) | Čechová Páleníčková Jitka (CZ) | Dei Noritaro (JPN) | Domingo Placido (ESP) | Donna Fishwick Piano Ensemble (CAN) | "The ANT. PETROF grand piano touched us as well as our Drupi (ITA) | DUO PETROF (MEX) | Dvorský Peter (SVK) | audience with its amazing warming sound, but also with Ellington Duke (USA) | Firkušný Rudolf (USA) | Fitzgerald its unusual strenght and the tonal range." Ella (USA) | Formaro Antonio (ARG) | Franěk Milan (CZ) | Fraňková Jitka Fowler (CZ) | Gemma Giuliano (ITA) | Gerstein Kirill (RUS) | Gott Karel (CZ) | Hampton Lionel (USA) | "Thank you for the PETROF piano. It is the greatest gift I've Haffner Caroline (USA) | Hancock Herbie (USA) | Hegerová ever had in my life." Hana (CZ) | Helfgott David (AUS) | Hlavenková Beata (CZ) | Howell Christopher (GBR) | Charlie (GBR) | Charles "I was personally most impressed with the romantic tone of the Ray (USA) | Chaudhuri Debashish (CZ) | Chaudhuri Jana PETROF pianos. They have truly succeeded in maintaining their (CZ) | Ibrahim Abddullah (JAR) | Jarrett Keith (USA) | Jazz | long historical heritage in these pianos. Their reputation, sound, Fiesta DUO (CZ) | Jeřábek Tomáš (CZ) | Jürgens Udo (AUT) quality and hand-made excellence are renowned in my part of | Kahánek Ivo (CZ) | Kempff Wilhelm (GER) | Klánský Lukáš the world and I wholeheartedly recommend them to everyone, (CZ) | Košárek Karel (CZ) | Koller David (CZ) | Krajný Boris both pianists as well as audiences." (CZ) | Kravetz Jean Jacques (FRA) | Lee Colleen (HKG) | "It is a pleasure to play this instrument. It is a masterpiece, Lewis John (USA) | Loren Sophia (ITA) | Jacques Loussier Trio (FRA) | Maffay Peter (GER) | Maisenberg Oleg (AUT) | Malásek Petr (CZ) | Mannino Franco (ITA) | Mašek Michal "I found all your pianos fantastic. I feel caught up in the sound, (CZ) | Mastroianni Marcello (ITA) | Mathieu Mireille (FRA) | especially in the case of the extraordinary ANT. PETROF piano. McCartney Paul (GBR) | Michelangeli Arturo Benedetti (ITA) I am really impressed, not only by the pianos, but also by great | Mine Bob (USA) | Modugno Domenico (ITA) | Moravec people of the company." Ivan (CZ) | Morricone Ennio (ITA) | Nakamura Hiroko (JPN) | Novák Matyáš (CZ) | O5 & Radeček (CZ) | Pavarotti "I very much like the ANT. PETROF range, and I am proud that Luciano (ITA) | Pecková Dagmar (CZ) | Pekinel sisters (TUR) we come from the same city." | Peterson Oscar (USA) | PETROF Piano Trio (CZ) | Perticaroli Sergio (ITA) | Richter Sviatoslav (RUS) | Rokl Rudolf (CZ) "I am truly happy that a good heart, love for music and beau-| Rota Nino (ITA) | Schiaffino Rosanna (ITA) | Schliecker Jens (GER) | Say Fazil (TUR) | Simon Jan (CZ) | Skoda Paul your company and the new ANT. PETROF are the living proofs." Badura (AUT) | Steigerwald Milan (CZ) | Svoboda Milan (CZ) | Takashi Kako (JPN) | Trovajoli Armando (ITA) | Vassilieva "I deeply admire the perseverance, diligence and creativity in con-Vlada (RUS) | Ventura Anthony (ITA) | Viklický Emil (CZ) | tinuing the family tradition." Markus Alexander Antonietti, ambassador Vojtíšek Martin (CZ) | Vondráček Lukáš (CZ) | Vondráček Petr (CZ) | Waldron Mal (USA) | Webster Katie (USA) | Zatin "Thank you to the Petrof family, for you have preserved a real Anatoly (UKR) | Zecchi Carlo (ITA)

Emma Destinová, opera singer

Rudolf Firkušný, concert virtuoso

"I have had an opportunity to play almost all the European and American brand grand pianos and I have to state without any prejudice that I place PETROF grand pianos at the top."

Jiří Eliáš, music composer

"I have not had the pleasure of playing an instrument like

Zdeněk Nejedlý, university professor

"The ANT. PETROF grand piano is excellent. From the very first touch the piano was admirable, as well as its sound."

Richard Clayderman, pianist

Vlada Vassilieva and Anatoly Zatin, Duo PETROF pianists

thought through to the last detail."

Antonio Formaro, pianist

ty, good intentions and honest work can create a miracle and Ema Jedlička Gogova, pianist

treasure! Congratulations!" Maria Elina Mayorga, conductor

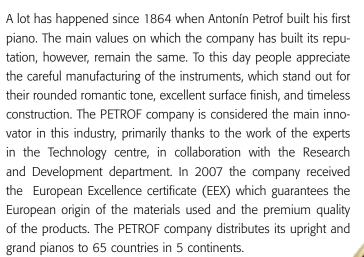


"Our aim is to create beautiful and reliable pianos that will bring joy to every musician who sits down to play them."



Zuzana Ceralová Petrofová President of PETROF Group

The PETROF company is currently the biggest European producer of acoustic pianos. It is a truly Czech family company that has been operating in Hradec Králové since 1864. The company is headed by Mgr. Zuzana Ceralová Petrofová, a representative of the fifth generation of the Petrof family. She is a very successful manager, with a high reputation beyond her industry. In 2012 she received the title "Entrepreneur of the Year" and in 2015 she won the prestigious "Manager of the Year" award. She is regularly placed in the ranking of the most influential women in the Czech Republic published by Forbes magazine. Zuzana Ceralová Petrofová also won 2<sup>nd</sup> place in the prestigious TOP WOMEN OF THE CZECH REPUBLIC 2019 poll in the TOP ENTREPRENEUR category.







Rudolf Firkušný

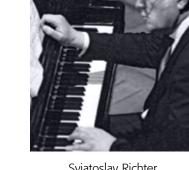
1839

Birth

of the company

founder,

Antonín Petrof



1874

New factory;

production

of harmoniums







Ray Charles

Grand Prix gold

medal in Brussels



Hiroko Nakamura





Richard Claydermann

Patenting

of Magnetically

Accelerated Action

(MAA)









Matyáš Novák

# PETROF Brand Family

One of the important goals of the company is to offer a wide range of choices to our customers, so that everybody can select the right instrument for himself. Apart from the PETROF and ANT. PETROF brands, the company also owns other brands, each representing its own philosophy. The common element of these brands is the rich history and timeless methods of construction created by the experts of the Development and Technology centre in Hradec Králové. The PETROF company has gradually included these traditional brands, which were produced in the former Czechoslovakia, into its portfolio. These beautiful acoustic grand and upright pianos and their tones inspire every pianist that sits down to play them.



PETROF

**AKORD**°

Rösler®

**SCHOLZE®** 



### PETROF Museum

The museum portrays the story of the famous traditional Czech family and offers an exhibition of unique keyboard instruments, jewels of the pianomaker's craft, from the oldest to the current range. It was opened in 2013 in the grounds of the PETROF factory in Hradec Králové. Ivana Petrofová, the sister of PETROF's president, and a representative of the 5<sup>th</sup> generation, was made its director. www.muzeumpetrof.cz

## PETROF Art Family

In 2016 a free association of world-famous artists who support the work of PETROF and admire the beauty and quality of their instruments was founded. Many successful concerts and tours throughout the world and spanning multiple musical genres are being organised as a part of this project.

# PETROF Gallery

The PETROF company does not focus solely on the production and sale of musical instruments. It also seeks to develop culture, and support musical education. With this goal in mind, we have opened the PETROF Gallery business ad cultural centre in November 2017. As well as its modern showroom, visitors can enjoy a stylish musical café and an extensive multifunctional hall. By offering a diverse range of activities, the project aims to attract the widest audience, support our cultural heritage, and highlight the Petrof family values.

www.petrofgallery.com



2001

5<sup>th</sup> generation

managing the firm;

factory returns to

hands of Petrof

family

1991

4<sup>th</sup> PETROF

generation managing

the firm under

Jan Petrof

1958

EXPO Brusel

gold medal

(PETROF Mondial)



Antonín Petrof

1864

Construction

of first PETROF grand

piano; founding

of company



PETROF company in Hradec Králové

1895

Export

of instruments;

service centre

and warehouse

in Vienna

1883

Start of upright

piano production



2<sup>nd</sup> generation Jan, Antonín, Vladimír

1928

3<sup>rd</sup> PETROF

generation

managing the

company; together

with STEINWAY,

PETROF opens

office in London



1954

Founding

of Development

Department





2004

Zuzana Ceralová

Petrofová becomes

company president;

company celebrates

140<sup>th</sup> anniversary



2005

Certificate

of European

Excellence (EEX)

2008

New generation

of grand pianos



2013

Opening

of the PETROF

Museum



Zuzana Ceralová

Petrofová is named

MANAGER

OF THE YEAR

2016

PETROF

Art Family project

(PAF)



PETROF Gallery

2017

Opening

of the new cultural

and business centre

PETROF Gallery

2019

Company

celebrates

155<sup>th</sup> anniversary



1899

Antonín Petrof

appointed court

piano maker

for Austria-Hungary

1915

After deaths

of Antonín Petrof

and his wife Marie

the company passes

to the youngest

son Vladimír



1948

Nationalisation

of company

New generation of grand pianos 5<sup>th</sup> generation Mgr. Zuzana Ceralová Petrofová

2014

Launch of new

premium brand

company celebrates

150<sup>th</sup> anniversary

ANT. PETROF;

4<sup>th</sup> generation Ing. Jan Petrof European Excellence Certificate