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Subject: Northcreek to Discontinue DIY Sales  
Posted by [FredT](#) on Wed, 05 Jul 2006 11:36:01 GMT  
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Northcreek Music has announced that they will discontinue their DIY division on Sept 30. That's too bad, because their products offered good value for the money. Their Zen caps sound much smoother to me than Solens and they sell for about half the price of a comparable value Sonicap. But the world is changing and I'm sure we'll see other changes in the DIY supplier market in the coming months and years. One thing I find especially interesting about this change is the content of George Short's lengthy message about the reasons for discontinuing DIY sales. Of course a major factor is the increasing material costs and the shrinking of the DIY market, but all this is economics 101. For an interesting discussion, what do you guys think about "rubber chickens"?  
George's Statement

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