

RTM PRESENTS

**Are you prepared for the cassette boom?**

Matthew Drayton | Duplication Manager



**Making Vinyl 2023**

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## **Introduction to RTM**

**What is currently happening with cassettes?**

**How can RTM help prepare you for the cassette boom?**

**Partner your business with RTM Tape**



# Introduction

Pyral invent the lacquer master disc for manufacturing vinyl records



1946

BASF / RHONE-POULENC Acquisition



1982

Transfer of audio production lines to Avranches



2012

Restart blank cassette production line



2018

Studio quality cassette duplication services



2023

1946



First audio magnetic recording discs in the world

1979



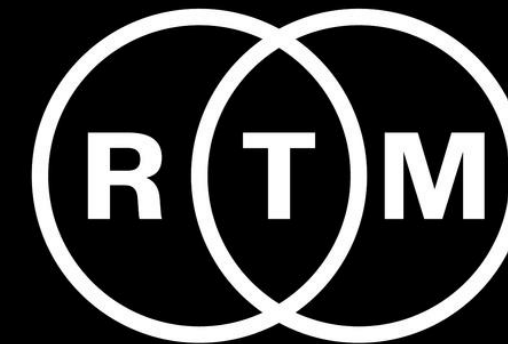
Move to Avranches

2016



New brand to the analogue audio range

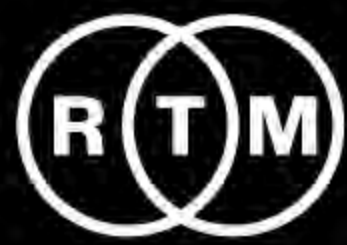
2021



Acquired by Bridford Group and becomes RTM Industries - full re brand and new vision







# Introduction

- **Factory based in Avranches France**
- **Manufacture all parts (excluding shells) for products inhouse**
- **Products include Pro, Semi-Pro Reels and Cassette**
- **Produce over 1000 cassettes a day**
  - **Studio Quality Cassettes**
- **Same tape formula used in the Reel-to-Reel**





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# Cassette sales grew for tenth consecutive year in 2022

NEWS > MUSIC NEWS

## Cassette tape sales at 20-year high

Recent releases from Arctic Monkeys, Harry Styles and Florence + the Machine have driven the spike

By **Tom Skinner** | 19th April 2023



NEWS VIDEO MUSIC FEATURES TECH TICKETS MORE

NEWS

## CASSETTE SALES IN THE UK REACH HIGHEST LEVEL IN 20 YEARS

Following a decade of consistent growth, data from the BPI reveals that sales grew by 5.2% in 2022 – the highest since 2003

WORDS: ISAAC MUK | PHOTO: STAS KNOP | 20 APRIL 2023



# What is currently happening with cassettes?



# ALL ABOUT THE MUSIC 2023



While sales of cassettes remain quite a bit lower than vinyl, having grown by 5.2% year-on-year to 195,000 units in 2022, the format is playing a significant role in the sales mix of some brand new album releases. On 10 occasions last year, the format accounted for over 10% of the chart sales of the No.1 album on the weekly Official Albums Chart. Some of these chart-topping albums sold more copies on cassette than on vinyl when they debuted at No.1, including **Florence + The Machine's *Dance Fever*** and **5SOS5 by 5 Seconds of Summer**. More than a fifth of each album's first-week chart sales were claimed by cassette. For some new albums, a cassette version went on sale when a vinyl release was not available, as was the case with **Central Cee's *23***, **Digga D's *Noughty By Nature*** and **Blackpink's *Born Pink***, which all reached No.1 last year.



What is currently happening with cassettes?



bandcamp Search and discover music [sign up](#)

artist/label share

and payment processor tees.

Since we only make money when artists make a lot more money, our interests remain aligned with those of our community. It's a straightforward, artists-first approach, and one we're happy to say works well. **Fans have paid artists and their labels \$1.18 billion using Bandcamp.** In the past year alone, they've spent \$192 million on 14.1 million digital albums, 9.7 million tracks, 1.75 million vinyl records, 800,000 CDs, **350,000 cassettes**, and 100,000 t-shirts.

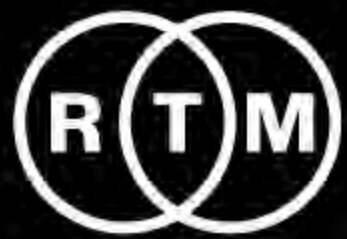
Here's what they're picking up right now:



What is currently happening with cassettes?

# LUMINATE

## U.S. Metrics ■ 2022+ ■ 2023+



What is currently happening with cassettes?



# STRANGER THINGS



# MARVEL GUARDIANS OF THE GALAXY



13 REASONS WHY ▶



What is currently happening with cassettes?



# TikTok

# cassette 480.9M views      # cassetetiktok 10.1M views      # cassettes 40.3M views

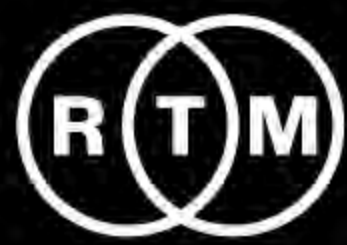
The image displays four TikTok video thumbnails arranged in a row. Each thumbnail includes a video preview, a caption, and engagement statistics (views, likes, and user profile).

- Thumbnail 1:** Shows a tall stack of cassette tapes. Text overlay: "because most of these just" and "Cassette collection". Views: 32.8K. Caption: "Something i've never shown before! Heres...". User: zakkvinyl, 4104 likes.
- Thumbnail 2:** Shows a cassette player with a tape inside. Text overlay: "arctic monkeys" and "Do I Wanna Know?". Views: 4.1M. Caption: "Arctic Monkeys - Do I Wanna Know? . (Use...". User: rahwanaproj..., 758.8K likes.
- Thumbnail 3:** Shows hands holding a green cassette tape. Text overlay: "IT IS SO CUTE". Views: 1.6M. Caption: "These Nintendo Switch CASSETTES are SO...". User: beatemups, 193.1K likes.
- Thumbnail 4:** Shows a Sony Walkman cassette player and a cassette tape. Views: 52.4K. Caption: "Listening to Lana on cassette is a real...". User: odiegotoledano, 7027 likes.



What is currently happening with cassettes?

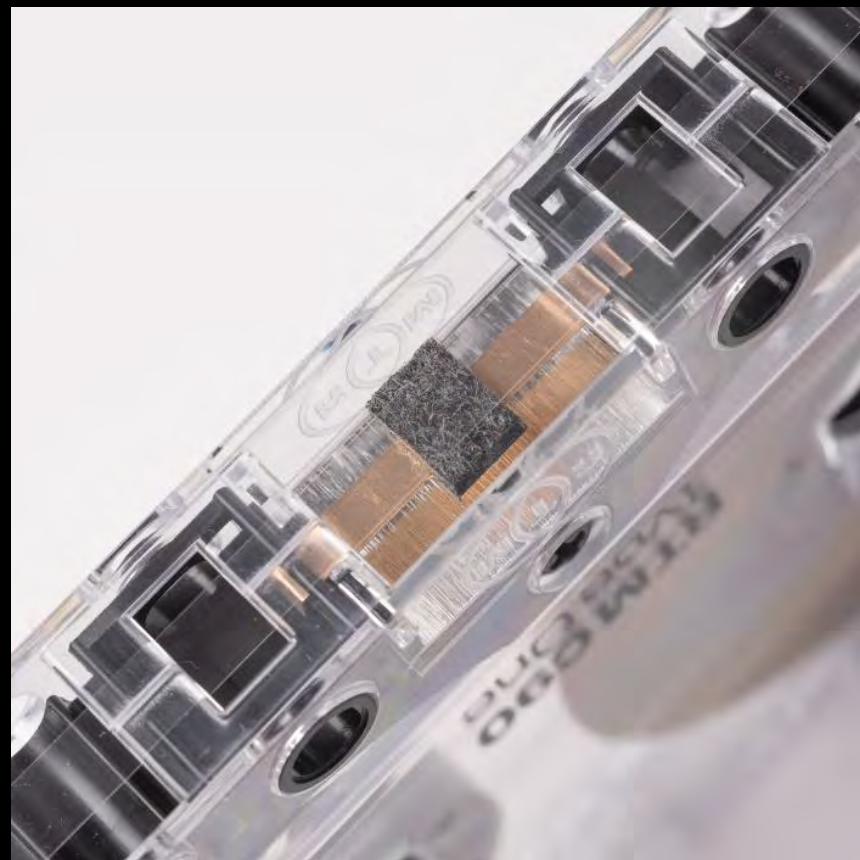




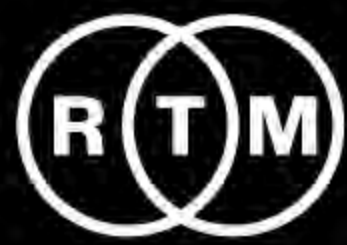
How can RTM help prepare you for the cassette boom?

## STUDIO QUALITY CASSETTE DUPLICATION

Our cassette tapes are made up using the same legendary formula as our pro reel-to-reel tape range which are used in studios around the world







How can RTM help prepare you for the cassette boom?

## STUDIO QUALITY CASSETTE DUPLICATION

- Shell type and Colour
- J-Card Size & Design
- Full On-Body Printing
- Alternative Packaging
- Up to 45mins per Side (C-90)



We provide various packages starting from a minimum order of 50 cassettes with quick turnaround and delivery.



[Create Your Cassette](#) [How it Works](#) [Inspiration](#) [White Label](#) [Contact](#)

[ACCOUNT](#)



ALBUM CREATION JUST GOT EASIER

START CREATING



RTM CASSETTE DUPLICATION PORTAL



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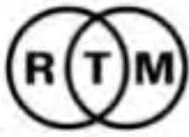


Black Bridge Shell: Standard J Card

Qty: 160

Remember to save your design using the button above add to cart to avoid losing your work! Please note: only 1 panel is shown in the





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- CASSETTE FRONT
- CASSETTE BACK
- JCARD FRONT
- JCARD BACK

Black Bridge Shell: Standard J Card

Qty: 160

Remember to save your design using the button above add to cart to avoid losing your work! Please note: only 1 panel is shown in the

CANCEL
 SAVE DESIGN
 PDF

ADD TO CART



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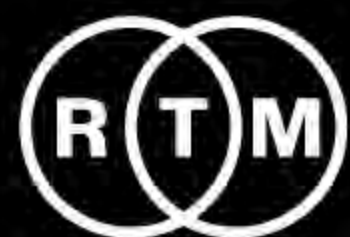


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# ALBUM CREATION JUST GOT EASIER

START CREATING

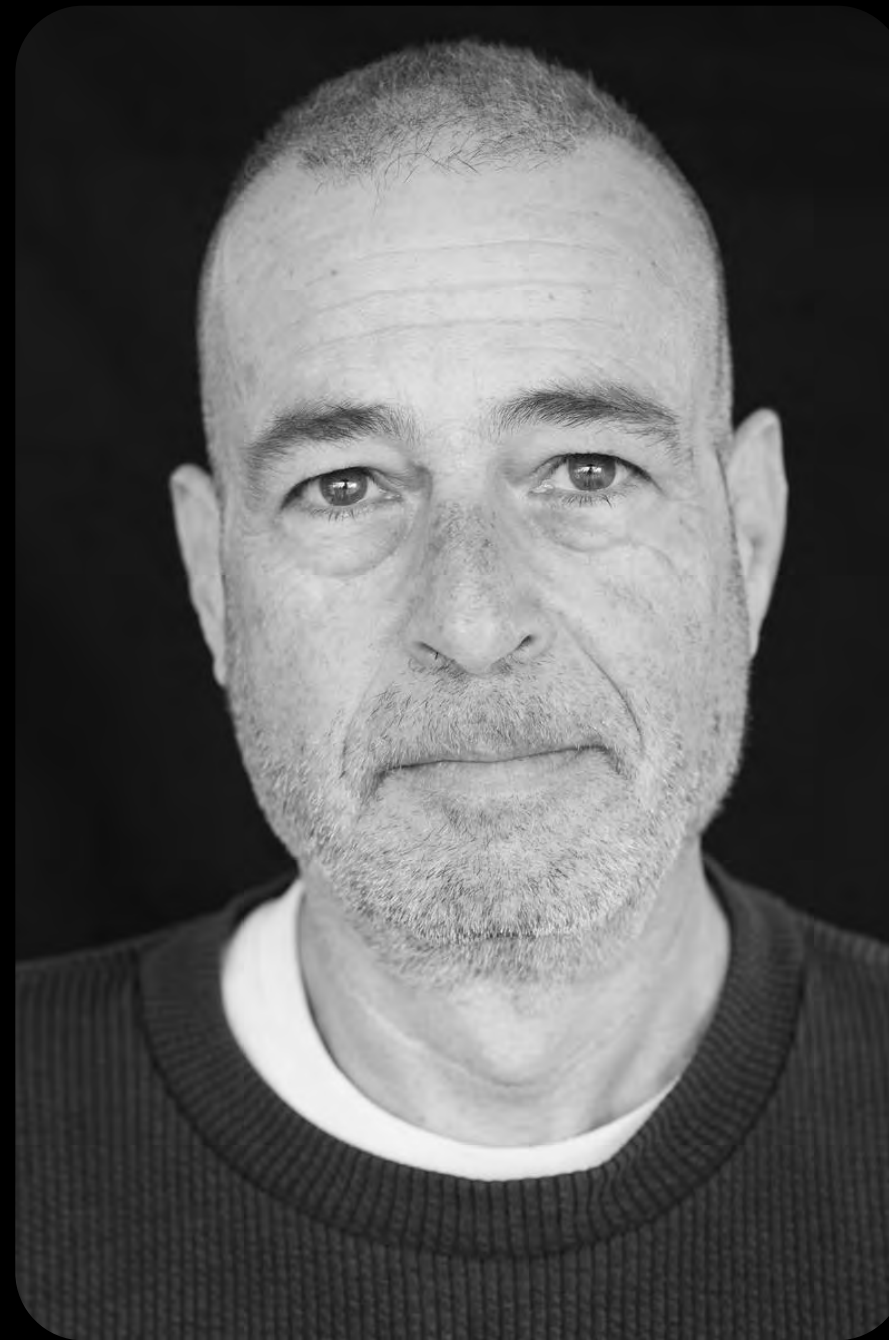


# RTM CASSETTE DUPLICATION PORTAL





**Matthew Drayton**  
Duplication Manager



**Alon Avnon**  
CEO



**Neal Birnie**  
Creative Director





# Partner your business with **RTM** tape

STUDIO QUALITY CASSETTES • EXPAND YOUR OFFERING WITH RTM DUPLICATION



Our studio quality cassettes are made using similar formulas to our studio master reel to reel range and are used by artists, labels and distributors worldwide. RTM cassette duplication provides the highest quality with a variety of design options all produced in-house at our factory in France.

[recordingthemasters.com](http://recordingthemasters.com) | [@rtm\\_tape](https://twitter.com/rtm_tape)  
[matt.drayton@recordingthemasters.com](mailto:matt.drayton@recordingthemasters.com)

