

Every box of Rico Reserve reeds is sealed with the patented REED VITALIZER™ humidity-control system. Reed Vitalizer's two-way humidity control maintains the same relative humidity inside every box until opened. Reed Vitalizer ensures that your reeds will not warp, split, or crack during the time it takes to get from our factory to your mouthpiece.

Visit WWW.RICOREEDS.COM for more information about how the Rico Reed Vitalizer systems can help store and maintain all your reeds in perfect playing condition.



REED VITALIZER™
2-Way Humidity-
Control System



Protected by US Patent #s 5,936,178; 6,244,432 B1; 98926497.3

Rico RESERVE reeds are the result of more than 75 years of reed-making expertise. High-density lower-internode cane, precision natural diamond cutters, optical laser measuring, color video inspection, and state-of-the-art polishing

have all been integrated to produce the finest reeds ever.

RICO
The World's Most Popular Reed™

RRESB



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WE'VE RESERVED A REED FOR YOU

THE RESERVE *selection*

Rico RESERVE reeds are made exclusively from lower-internode cane. Only the lower sections of each cane pole are selected – a technique Rico has pioneered that yields the highest-density cane available. Less than five percent of our cane qualifies for RESERVE reeds.

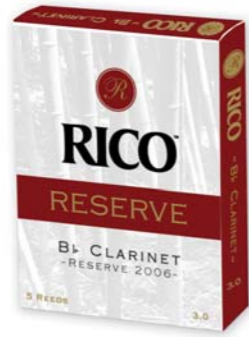
MAGNIFIED CROSS-SECTIONS



Normal Cane

High-Density Lower Internode Cane

Lower Internode:
highest-density cane

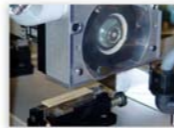


Using FRENCH CUTTING TECHNIQUES, the profile on all Rico RESERVE reeds is cut with precision natural diamond blades to ensure dimensional accuracy and consistency of finish. Competitors use conventional cutters that begin to dull immediately and need re-sharpening. Rico Reserve DIAMOND-CUT TECHNOLOGY produces the same precise cut and finish throughout each production run. Hundreds of thousands of reeds can be perfectly cut with one set of Rico Reserve Diamond-Cut Technology blades.



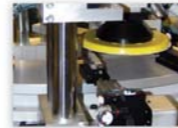
COLOR VIDEO INSPECTION

Color video inspection selects the highest quality cane for color and sorts out any flaws. Dimensional accuracy is checked to a tolerance of plus or minus .001".



OPTICAL LASER MEASUREMENT

An optical laser measures the thickness of the reed blank at the heel, center, and tip to the strictest tolerances in the industry.



STATE-OF-THE-ART POLISHING

State-of-the-art polishing and sanding operations produce a glass-like surface to the reed table to ensure consistency.

A RESERVE *invitation*

The D'Addario and Rico families have a long history of making the highest quality musical accessory products. Rico's new RESERVE reeds are the synthesis of hundreds of years of manufacturing and technological expertise.

Lower-internode, high-density cane, digitally-controlled natural diamond cutting blades, and the patented Reed Vitalizer™ 2-Way humidity-control packaging system all set the stage for a reed performance like you have never experienced.

I am confident that you will find Rico Reserve to be the most consistent reeds you have ever played!

Yours truly,

Jim D'Addario

JAMES D'ADDARIO, *Chairman & CEO*