

AFTER

NOTES:

DESKTOP AND TABLET 2-COLUMN

MOBILE PHONES 1-COLUMN

BUY WITH PRIME WILL MOST LIKELY BE 3-COLUMN ON DESKTOP.

Here is the "Buy with Prime" section for products tagged with "Prime." Three-column on mobile and probably tablet (depending on screen width). One-column on phone.

This section may change because I have not yet found how the button (right column) can be customized.

This area 2-columns, indicated by blue outline. The description and bullets stay together. In the left column there is availability to place two optional images with limited-character count captions.

On mobile images display below the description area.

- If there is a long description two images can be used.
- For a short description one image can be used.
- If no image the description/bullets are full-width, one column.

45 DAY MONEY BACK GUARANTEE | Most Orders Ship Same-Day! | My Account

KENNEDY VIOLINS

Orders Over \$100 Ship Free! | Store Hours: Mon - Fri 10-6, Sat 10-4 | Give Us A Call: 1-800-779-0242

INSTRUMENTS | ACCESSORIES | FAQs | LESSONS | RENTALS | EDUCATION

WE BEAT AMAZON PRICES!

Buy Direct and **SAVE!** Plus great customer service!

Franke Henner Violin Outfit

Sale Price: **\$669.99**
Our Price: \$669.99
Free Shipping!
★★★★★

PRODUCT HIGHLIGHTS

Tone: Bright, sweet, warm
Aesthetics: Honey brown varnish, with wide tiger striping and a glossy finish
Perfect for: Advancing students and intermediate players
Our high-quality instruments include professional setup and exceptional customer service. Call 1-800-779-0242 for order customization requests.

Pick Your Size [View Size Chart](#)
4/4

Choose your **case color** and **customize accessories** in your shopping cart before checkout.

affirm Buy with monthly payments | **ADD TO CART** | **RENTAL OPTIONS**

Buy with prime | Prime Member? Get fast, free delivery with Buy with Prime | Orders purchased through "Buy with Prime" are shipped from Amazon warehouse locations and cannot be customized. | Buy with prime | FREE Delivery as soon as Tomorrow, Oct 4

Get to know the "Franke Henner Violin Outfit"



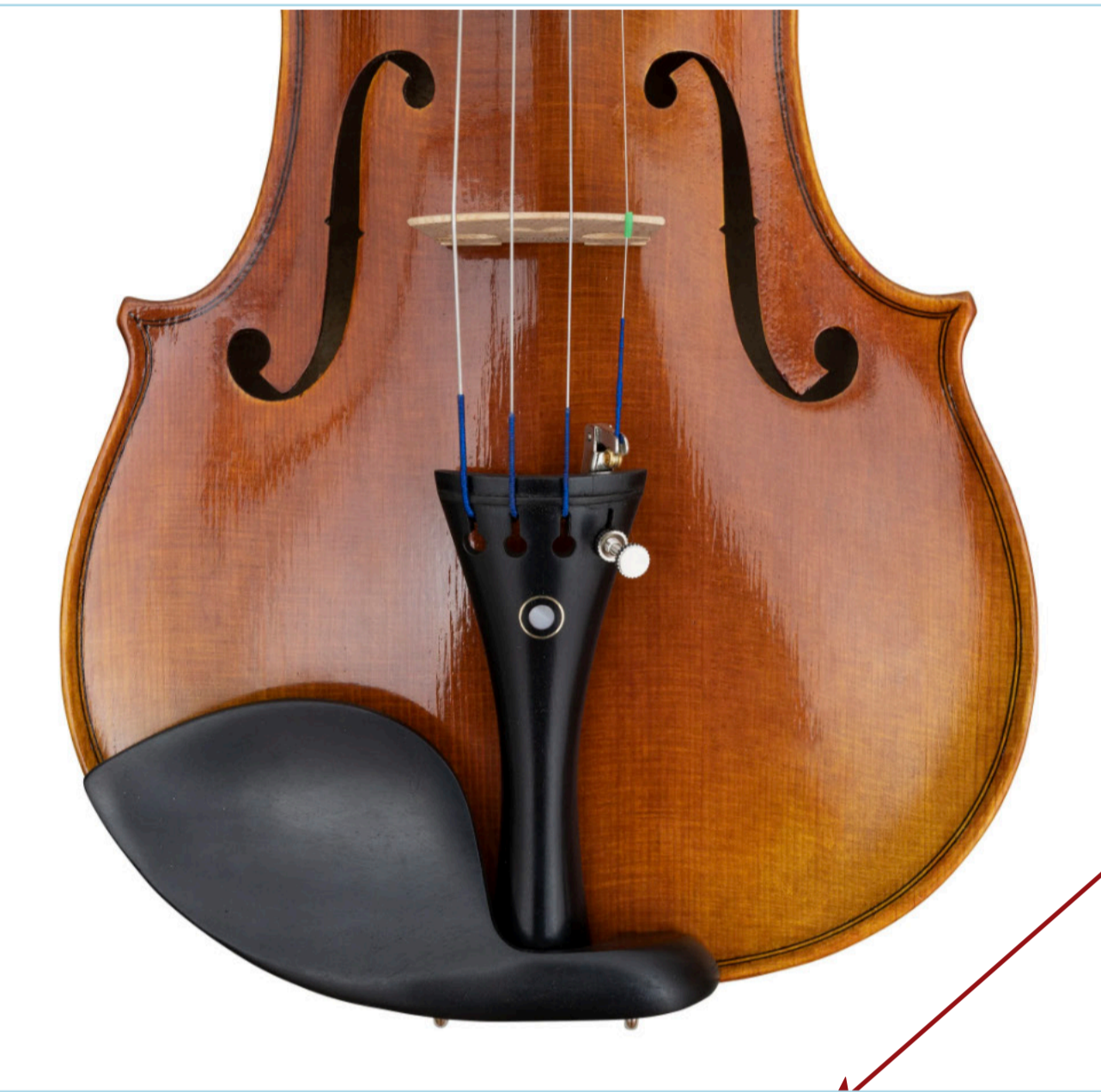
Outfit Accessories:

Case: Portland Classic
Bow: Giuliani Premier
Rosin: Artcraft
And More: D'Addario Prelude strings installed, plus extra string set (Portland or similar) Cleaning Cloth
Recommended Upgrade: D'Addario Zyex Strings

You get **high-quality accessories** as the standard option with your outfit. Or, choose from upgrade options before checkout. Standard accessory items may vary due to special offers, upgrades, or availability.

Constructed with select tonewoods, the Franke Henner Violin Outfit is a great choice for the more advanced student. The top is made with solid-carved, tight-grained spruce, and the back with beautifully flamed hardwood maple. The Henner has become a customer favorite for its elegance and excellent playability. Hear the Henner played live in our performance videos.

- Hand-Crafted French Aubert Bridge
- Traditional Oil & Spirit Varnish
- Tight-Grain Spruce & Maple Woods
- Professional fittings include 100% genuine ebony pegs, tailpiece, chinrest, and fingerboard
- The custom-fit bridge hand-carved by one of our on-staff luthiers
- The violin comes with steel-core D'Addario Prelude Strings installed on the instrument





Included Accessories



- Artcraft Rosin
- String Cleaning Cloth
- Portland Strings
- Installed Prelude Strings
- Accessory package may vary due to special promotions, upgrades, or availability.

Giuliani Premier Bow Features

- Strong, octagonal bow shaft of genuine Brazilwood
- Genuine Mongolian horse hair
- Fully mounted 100% ebony frog for great balance and durability
- Silver winding
- Premium flamed abalone bow slide
- Precisely weighed for excellent balance and responsiveness
- Parisian inlaid eyes
- Black leather grip
- Covered by Kennedy Violins' Limited Lifetime Warranty



Learn about our company and why we are proud of our work here at Kennedy Violins



The Kennedy Violins Difference
What makes our string instruments the best on the market? We purchase each violin directly from the maker — a rare practice that allows us to set high quality

Crafted with Care
All final assembly and **FREE SETUP** is performed locally in our Washington State shop by professional luthiers. Your violin is ready to fine-tune and play from the

Experience the Difference!
With both the highest-rated violins and customer care in the U.S., we are the only company confident enough to back up our instruments. Experience the Kennedy

★★★★★ 3 Reviews

Write a review

Marc Verified | 5/16/2021 | ★★★★★
Franke Henner Violin I bought this Franke Henner violin last November 2020 Black Friday I really love the sound bright sweet rich! It makes me want to practice everyday, I love the looks of it the varnish is great! This violin is the best you won't regret it with 45 days money back guarantee if you don't like you can return it, but that will never happen! It sounds perfect! Also thanks to wonderful customer service! Now it's time to practice 40 hours

Richard A. Verified | 5/4/2020 | ★★★★★
Beautiful violin My Franke Henner arrived a few days ago, packaged well and in a very sturdy case. The finish is beautiful. The back on the violin I received is actually a beautifully flamed one piece. The action on the strings is perfect, it's so easy to play. Under my ear, the sound is smooth and the tone is awesome. I upgraded to the Zyex strings and they seem to be a good match. Overall, I think it's a beautifully made violin, very easy to play - hard to put down. A special thank you to Zac...

Gerardo D. Verified | 10/26/2019 | ★★★★★
AMAZING! AMAZING

Report as Inappropriate

The line-height on this screen shot was 1.4, but I think that may be a bit airy for a list. Try it at 1.3.

If product selected is out of stock can we have the button change to say "WAIT LIST" and have it be a functional pop-up where the customer can add contact info to be notified when it is in stock? If that is not possible we could have the button say OUT OF STOCK and have a text link appear below the button that says "Join Waitlist"

Second image and caption area below the first image. Both images are optional. If no images available content width will be 1-column only. Having a second image option will balance layouts with long descriptions, like the guitar products. Character count of caption is about 250 including spaces.

Optional Second Image to run next to long descriptions.

Optional caption area here for both images. Limited space/character count. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

Copyright 2021 Kennedy Violins. 508 SE 117th Avenue Vancouver, WA 98683

My Account | Order Status | View Cart | Violins | Violas | Cellos | Clearance | Accessories | Contact | Login

Store preview: KV_Theme_Mar2021

Hide bar

BEFORE

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Retail: ~~\$915.29~~

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4/4

affirm Buy with monthly payments. Get a real-time decision. [LEARN MORE](#)

[ADD TO CART](#) [RENT](#)

Product Video

The Franke Henner Violin ~ Dick Gossip...

Outfit at a glance

Case: Portland Classic
Bow: Giuliani Premier
Rosin: Artcraft
Accessories: D'Addario Prelude strings installed, plus extra string set (Portland or similar), Kaplan Rosin, Cleaning Cloth
Recommended Upgrade: D'addario Zyex Strings

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Product Video

Louis Carpin G2 and Franke-Henner.com...

Product Video

The Franke Henner Violin ~ Road to Liszt...

Franke Henner Violin Outfit Features

Violin Features

- Hand-Crafted French Aubert Bridge
- Traditional Oil & Spirit Varnish
- Tight-Grain Spruce & Maple Woods
- Professional fittings include 100% genuine ebony pegs, tailpiece, chinrest, and fingerboard
- The custom-fit bridge hand-carved by one of our on-staff luthiers
- The violin comes with steel-core D'Addario Prelude Strings installed on the instrument
- A full set of basic backup strings.

Included Accessories

- Artcraft Rosin
- String Cleaning Cloth
- Portland Strings
- Installed Prelude Strings
- Accessory package may vary due to special promotions, upgrades, or availability.

Case Features

- Four rotating bow holders with satin ribbon lining
- Storage compartments for accessories
- Elastic spring-shut compartment covers
- Large exterior pocket with double YKK zippers
- Protective weather flap with snaps
- Protective blanket with velour on top, smooth polyester beneath, and double-stitched binding
- Smooth, contoured handle on hinges for comfortable carrying
- Clear plastic tube to store extra strings
- Metal "subway" bumpers for standing case on bottom or side
- Lightweight design for comfortable transportation

Giuliani Premier Bow Features

- Strong, octagonal bow shaft of genuine Brazilwood
- Genuine Mongolian horse hair
- Fully mounted 100% ebony frog for great balance and durability
- Silver winding
- Premium flamed abalone bow slide
- Precisely weighted for excellent balance and responsiveness
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Crafted with Care

All final assembly and FREE SETUP is performed locally in our Washington State shop by professional luthiers. Your violin is ready to fine-tune and play from the moment you open the case.

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Gerardo D. Verified
10/28/2019
★★★★★
AMAZING!
AMZING

27. Can this go away on the 4/4 only listings?
Where is does show let's make it bold.
I think we should still have the size chart link in case people want to check that they are purchasing the correct size.

1. Please add padding to the bottom of the main image in the gallery slider. It doesn't show in this example but, when there is a background to an image the top image and slider look stuck together, 10px should do it. Or use 10px or .6em or .2%. Whatever works best for responsive design.
.slick-initialized .slick-slide { display: block; margin-bottom: .6em; }

2. Rearrange this area to better use the space. Make purchase area its own section and move the Affirm Banner to the right hand column.

3. Move this title above the video (Delete "Product Video." Code in "Get to know the" before the product title. Will need to be smaller font ans some titles are longer.

4. When new template is done I will move instrument bullet points into this area, product by product as I make updates.
Getting all the instrument info in the description area will help SEO. Search engines pick up "Description" text to generate search results and we put a lot of the most important features in the bullet list.

5. Delete any Header that says, "Product Video." That is kind of obvious.

6. Move secondary product videos below product information

7. Remove This Header

8. We won't Put Instrument Features here. They will go in the description area.

9. With the new customizer people can pull up the quick look box to get info about the case they are choosing. We won't use a Case Features area here

10. NEW STYLE:
We don't currently have an H4 head. Since I want H3 a little bigger let's create an H4 style for these two instances.
h4 { padding: 15px 0; font-size: 125%; font-weight: 700; text-align: left; }
Unless .ProductKVDiffHeader is used somewhere else on the site we don't need it. Padding can be the same for each.

11. Please make line-height for all headings 1.2
When set to 1 there are often crashes between ascenders and descenders.

12. Please make H2 Headings font-size: 225%
40px is too large. I would like to start using percentages for fonts and spacing throughout the site instead of pixel units. More on this in the next theme update.

13. Since title and pricing are in separate divs, each with spacing underneath, Product Title does not need additional spacing below. Change to:
.ProductTitle { margin-bottom: 0px; }

14. Switch Position of Free Shipping and Star Rating. Set min-height of .spr-badge to the height needed when stars are displayed.
Free Shipping really belongs with the pricing and it will be more natural to have a space between "Free Shipping" and the product highlights when the stars don't show. Also adjust vertical spacing on the following to:
.ProductShipping { padding-top: 10px; }

15. Change product highlights to:
.ProductHighlights { border: solid #000; padding: 15px 0px; border-width: 1px 0px; }
Font-size should be 100%, line-height should be 1.3.
Delete break character between list items. Instead add padding above each list item to match spacing shown on the "After" page. This is something we will work on site-wide in next iteration of the theme.

17. Instructional copy about customization below instrument size. See "After"

16. Affirm has new banner graphics.(see "after" page) It looks like we will be able to cut the new banner nicely into 3 sections to stack on mobile.

18. This button goes to the National Rental page. I am considering consolidating Violin and Viola rental pages to include links for both National and Local rentals. More on that later

19. Flush left. Text should read, "Outfit Accessories"

20. There is the same spacing issue here as with product Highlights. I really like the size of font, and the spacing between Paragraphs. But this should be achieved with a line-height that is appropriate for the paragraph. The space between paragraphs should be styled with padding above or below the paragraph.
Refer to the spacing on the "After" comp.
Since these are ALL accessories the "Accessories:" Text should read "And More."

21. Copy block below list should read, "You get high-quality accessories as the standard option with your outfit. Or, choose from upgrade options before checkout. Standard accessory items may vary due to special offers, upgrades, or availability."

22. In the description area of the custom fields add an option for a second photo to run in this column underneath the first one. This would be used to balance the page in cases of a long description. Caption area would be nice to have. See "after"

23. The accessories block is useful. Also, it is nice for people to see what comes in the case. We can move it down next to the bow information in the place of the case features. Also, we can hype the quality of our cases here without showing a specific case.

24. Please set H3 to font-size 160% and flush left. (note: there will be an H4 added. See below)
Also, there is too much space below the heading. Headings should be closer to what is below them (Their subject) than what is above them. It looks like this is coming from the .PaddingTopBottom20 class. For .ProductSecondaryHeader top padding was adjusted and bottom not. margin was used when it should have been padding.
This should work better all around
.ProductSecondaryHeader { text-align: left; padding-bottom: 10px; padding-top: 20px; line-height: 35px; }

25. A bit more space here. In general more space above and below separators.

26. Headers flush Left both Mobile and Desktop