



# MANIFESTO



# MISSION

That Sound is a boutique drum sample company. We create high quality drum samples and loops for the creative minded artist, producer, and mixer. We take great pride in capturing exceptional drum sounds by using only the best and most proficient recording equipment. Our foundational belief . . . the thing we value more than anything else is the idea that drums shouldn't just sound good . . . they should feel good. More than that, they should make **you** feel good. We're not just musicians and sound designers, we're practitioners — actively engaged in the art of making music. And trust, we don't sell what we don't use. So rather than focus our attention on the brands and chronology of specific drum kits, we classify each of our drum libraries based on 2 things: how they sound and the emotion they give us. We labor and moil over how we want the drums to make us feel. Once we arrive at a satisfactory result, we then name and organize them accordingly. This allows you, the user, to quickly find the drum that captures the emotion you're after.





After years of dissecting drum sample libraries that were poorly organized and terribly named, producer and mixer, Dustin Burnett, resorted to creating his own drum samples after each recording session. Drummer Paul Mabury was also frustrated he could never find drum samples he wanted to hear unless he altered them himself. The idea of a fully finished beat or loop that could be added directly to a track with no manipulation was the goal. It was the ignition. With this ambition in mind, “a unique personality” became (and remains) the driving force behind each That Sound library. Each library has a distinct and individual voice, just like our users. We strive to continually provide TS users with the tools they need to make incredible music. We’ve devoted ourselves to highly organized, name-associated libraries — this way, there’s no lapse in creativity while a user adds a sample or loop to their song. No more shuffling through folders trying to find a drum sample that fits your song.

# ORIGIN







## DUSTIN BURNETT

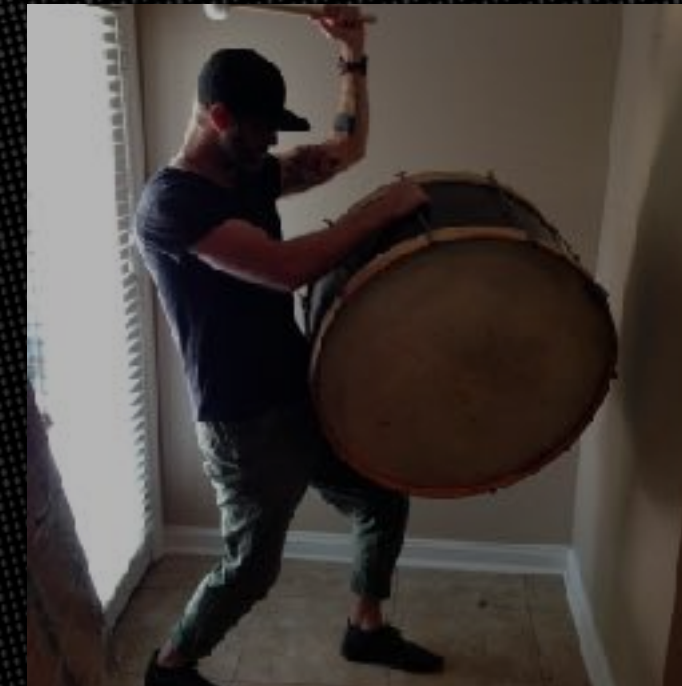
Co-founder | Sound Designer

I was raised in southern Illinois, where I spent most of my 20s as the frontman of The October — a rock band that logged heavy mileage touring for the better part of a decade. I was burnt out by the end of my 20's so I decided to press pause on performing and move to Nashville, TN where the focus became production and songwriting. During my time in Nashville, I met Paul Mabury and we started this drum sample company. My production work eventually brought me back to a career as an artist when, at the end of 2015, I started working with the L.A. based licensing company, Lyric House. They sent me an opportunity to create a song for a movie trailer. Ironically enough, I couldn't find anyone to sing on it, so I recorded my own vocals and they loved it. What started as a simple movie trailer has expanded into something truly unique and given birth to my personal music project, Zayde Wølf. Hybridizing my history as a producer and my talents as a singer, songwriter, and multi-instrumentalist, Zayde Wølf has landed over 100 movie trailers, video games, and TV networks including promotions for the Rio Olympics, the NFL, and ABC's hit show Dancing With The Stars. I've used this platform to give the That Sound community some of the best I have to offer. I manage the day to day operations of the company and have designed sounds for or mixed 13 of the available 16 That Sound libraries.





I was born the son of a preacher man in Perth, Western Australia. I grew up around music. My father held really long rehearsals, so as a child, I found myself turning the Fender Rhodes and other random instruments and drum cases into imaginary spaceships in an effort to entertain myself. My grandmother started teaching me piano lessons when I was 5, but my life changed for me when I turned 12 and sat down at a drum kit for the first time. I started my professional career when I was 21 years old, and 21 years later I'm still at it. Session drumming and producing records moved me to Sydney, Australia, but music turned me into somewhat of a globetrotter. In October, 2004 I met an American girl in LAX. We got married, and shortly after, moved to Music City. I do a lot of work in Nashville as a session drummer. I also produce records and write songs and have received Grammy nominations for both. I couldn't be more grateful for this amazing city and the wonderful music opportunities it's afforded me. One of those opportunities came after meeting and working with Dustin. We birthed this company out of frustration. We both wanted beats that sounded right, quickly . . . with no fuss. This became our ethos . . . "we don't sell it if we don't use it."



**PAUL MABURY**

Co-founder | Drummer







# FAMILY

Our industry is full of brilliant artistry and expertise. We've been able to cultivate lasting relationships with some of the industry's most skilled and experienced people, and this has become a considerable strength of ours. It separates us. The That Sound artist roster is like a family. We place great value in these relationships and we're always interested in collaborating with great talent. If you're a successful musician, artist, or mixer who's interested in joining forces with us to create a dynamic and influential drum sample library, we'd love to hear from you. Not everything is a great fit, so we can't make any guarantees . . . but we're always down to have the conversation.

JOIN THE FAMILY






Today, That Sound provides tens of thousands of producers, songwriters, musicians, and mixers the drum samples and loops they need to win in the music industry. But we also like to give back. We've supplied drum sample libraries to music programs for schools and even partnered with World Relief to donate proceeds from our libraries to help Syrian Refugees in need. We've made our way into more than 30 countries worldwide and we couldn't be more proud to serve a community of music makers that is broad and diverse. So join the movement. Start using That Sound. Stop settling for average factory drum sounds and put a new brand of high quality drum samples and loops into your tracks today.

SHOP LIBRARIES

OUTREACH





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