

A Personal Note from Bette About ATR Magnetics...and What Comes Next

Dear ATR Magnetics Customers,

By now you may have heard the news and seen the note at atrtape.com. After more than two decades, ATR Magnetics is closing its doors at the end of June. It has been the privilege of my life to serve you, and I don't take lightly what this news may mean for you and your work.

But I want you to hear this directly from me: you are going to be okay.

[National Audio Company](http://NationalAudioCompany.com) in Springfield, Missouri, will take full ownership of ATR's assets and proprietary processes on July 1, 2026. It will take a little time to get everything fully up and running. But once they do, they plan to produce tape using the same ATR formula you've relied on, on the same equipment, with the same commitment to quality.

"We are excited to welcome ATR Magnetics customers to NAC. We're just a phone call away at (417) 863-1925. We look forward to serving their needs for years to come, as well as offering the recording industry innovative new products," says NAC Vice President Phil Stepp.

A few years ago, I visited their facility in Missouri myself. I saw their operation and know what they're capable of. NAC has been in this industry for more than 50 years. They know what great tape sounds like.

"It means a lot to us that Bette trusts NAC with ATR's legacy," said NAC President Steve Stepp.

Analog tape is alive. I've always believed that. And I'm leaving it in hands that believe it just as deeply.

Thank you for your loyalty, your trust, and your passion for analog. It has meant everything.

Your friend,

Bette Spitz
ATR Magnetics