

## WARNINGS

Attempting to repair this unit is not recommended and may void its warranty.  
Missing or altered serial numbers automatically void the warranty. For your own protection, be sure the serial number labels on the unit and exterior box are intact.

## ONE-YEAR LIMITED WARRANTY

Manufacturer warrants unit to be free from defects in materials and workmanship for a period of one (1) year from the date of purchase to the original purchaser and is not transferable. This warranty does not include damage resulting from accident, misuse, abuse, alteration, or incorrect current or voltage. If unit becomes defective within warranty period, Tech 21, Inc. will elect to repair or replace it free of charge. After warranty period expires, manufacturer will repair defective unit for a fee

## PROOF OF PURCHASE IS REQUIRED FOR ANY REPAIR

For residents of the U.S. and Canada, please call Tech 21's main headquarters for shipping instructions and a Return Authorization Number. Tech 21 will not accept packages without prior authorization, pre-paid freight (UPS preferred), and proper insurance.

## FOR PERSONAL ASSISTANCE & INQUIRIES

Contact Tech 21, Inc., weekdays from 9:00 AM to 5:00 PM, Eastern Standard Time.

## DESIGNED AND MANUFACTURED IN THE U.S.A.



Fill in the following information for future reference:

Serial Number \_\_\_\_\_

Dealer's Name \_\_\_\_\_

Dealer's Address \_\_\_\_\_

Date of Purchase \_\_\_\_\_

**TECH 21**  
NEW YORK CITY

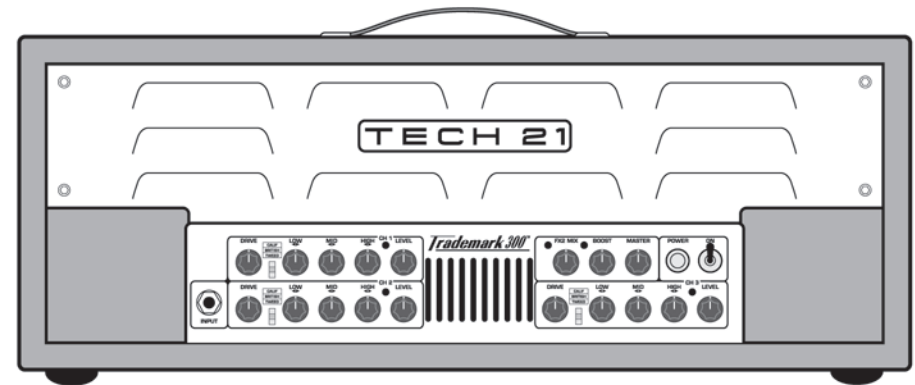
Tel: 973-777-6996

E-mail: [info@tech21nyc.com](mailto:info@tech21nyc.com)

Website: [www.tech21nyc.com](http://www.tech21nyc.com)

2003 Tech 21, Inc.

**Trademark 300™**  
**TECH 21·NYC**



**Owner's Manual**

# IMPORTANT SAFETY INSTRUCTIONS. READ AND SAVE THESE INSTRUCTIONS. HEED ALL WARNINGS.



This symbol, wherever it appears, alerts the user to the presence of uninsulated dangerous voltage within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.



This symbol, wherever it appears, alerts the user to important operating and maintenance instructions in the accompanying literature. Read the manual.

**This unit is powered by potentially hazardous voltage. Therefore, observe the following safety precautions:**

1. Read and follow all instructions before using product.



2. Do not use product near water (such as near a bathtub, washbowl, kitchen sink, swimming pool, in a wet basement, etc.).



3. Unit should be located so that its location or position does not impede the flow of air through the ventilation openings.



4. Product should be located away from heat sources such as radiators, heat registers, or other products, including amplifiers, that produce heat.

5. Product should be connected to a power supply only of the type described in the operating instructions or as marked on the product.

6. Protect the power cord from being walked on or pinched particularly at plugs, convenience

receptacles, and the point where they exit from the unit.

7. Do not allow objects or liquids to penetrate the enclosure through openings.

8. During heavy use, chassis may get hot to the touch. Handle with care.

9. Protect unit from strong impact.

10. Unplug product before cleaning. Never spray liquid cleaners into the amp: wipe with a clean, lint-free cloth to remove dirt and film.

11. Only use attachments/accessories specified by the manufacturer.

12. This product should be used only with a cart or stand that is recommended by the manufacturer. When a cart is used, use caution when moving the cart/product combination to avoid injury from tipping over.

13. Amplifiers may be capable of producing high volume levels that could cause permanent hearing loss or damage, if the exposure to such levels is prolonged. Such damage is progressive and irreversible! If you experience any hearing loss or ringing in the ears, consult an audiologist.



14. Unplug unit during lightning storms or when unused for long periods of time.

15. This unit must be earth grounded. To reduce the risk of electric shock, NEVER remove or otherwise attempt to defeat the ground pin of the power cord. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.

**WARNING:** To avoid the risk of fire, electric shock or injury, do not expose this unit to rain or moisture. Do not remove the chassis from its cabinet, or remove metal covering from chassis parts. Removing the chassis from its cabinet exposes extremely dangerous high voltages. There are no user-serviceable parts inside. Hazardous voltages are present inside the chassis. Refer all servicing to qualified personnel.

**CAUTION:** Never modify the power cord. If original power cord becomes damaged, frayed, or has exposed wires, replace immediately with same rating and gauge, or higher. Replacements are commercially available or you can contact Tech 21 directly.

**WARNING:** Attempting to repair this unit is not recommended and may void its warranty. NOTE: In the U.S. and Canada, servicing is performed at factory only. In other countries, please refer repairs to the local Tech 21 authorized distributor.

## FUSE



Fuse holder is located inside A/C cord receptacle. **You must unplug and remove power cord to change fuse.** Replace with similar type and same value:

100V and 117V units: use F 6A L

230V and 240V units: use F 3.15A L

## QUICK START INSTRUCTIONS

Get your Trademark 300 up and running before reading the entire manual. However, by not reading the manual, you'll miss getting the most out of your new investment!

1. Plug the Trademark 300 head into speaker cabinet(s). If you're not using Tech 21's cabinets, we recommend cabinets be rated for minimum of 300W RMS at 4Ω, 200W RMS at 8Ω, or 150W RMS at 16Ω.

2. Connect the Trademark 300's AC cord to the head and plug into a wall socket.

3. Plug your instrument into the front panel Input jack (on the left side).

4. Connect the Footswitch.

5. Make sure the Level control on each channel is turned down. Then turn on the Trademark 300 and adjust the Level controls accordingly.

6. Play your guitar and you should hear a sound coming through the amp. If not, check that your guitar's volume control is turned up, recheck your connections, and be sure your cables aren't faulty. If there is still no sound, refer to factory or qualified technician.

## TECH 21, THE COMPANY

Tech 21, Inc., was formed by a guitarist possessing the unusual combination of a trained ear and electronics expertise. In 1989, B. Andrew Barta incorporated Tech 21 and made his invention commercially available to players and studios around the world. His highly-acclaimed **SansAmp™** pioneered Tube Amplifier Emulation in professional applications for recording direct and performing live, and created an entirely new category of signal processing. While there have since been many entries into this niche, SansAmp continues to maintain its reputation as the industry standard.

After developing a full line of SansAmp models, Tech 21 expanded its offerings to include effect pedals, as well as “traditional” style amplifiers for guitar and bass. Each product is thoughtfully and respectfully designed by B. Andrew Barta himself with the player in mind. Our goal is to provide you with flexible, versatile tools to cultivate, control, refine and redefine your own individual sound. Tech 21 takes great pride in delivering consistent professional quality sound, studio to studio, club to club, arena to arena.

## TRADEMARK 300, AN OVERVIEW

The 100% analog Trademark 300 reconfigures the preamp format of our exceptionally popular SansAmp into a 3-channel, 300-watt guitar amp head. Go from sparkling clean to semi-dirty to mega overdrive or from crunchy to crunchier to crunchiest in three easy steps. The included Footswitch allows you to select channels, engage each of the Effect Loops, and activate the Boost function.

For studio and live applications, our proprietary SansAmp Tube Amplifier Emulation technology enables you to go straight into the mixer of a recorder or PA system via the XLR Direct Outputs.

The Trademark 300 chassis is self-contained and removable for mounting into a standard 19” rack. (An optional kit is available directly through Tech 21.) This distinctive head delivers a truckload of the industry’s most desirable tube amp sounds and provides sensitive controls with a unique responsiveness to create your own trademark sounds as well.

## FRONT PANEL

The Trademark 300 is designed with **active** controls, which boost and cut, rather than passive controls which only cut. This gives you a much larger range of adjustability and, ultimately, more variety. It should be noted that you need not necessarily set everything at max to achieve maximum results. As you experiment and become familiar with the controls’ interrelationships, you’ll easily be able to customize your own sounds.

## INPUT JACK

Faithful to the original designs of traditional tube amplifiers, this 1/4” Input is high impedance 1MΩ. An additional low sensitivity input isn’t necessary due to each channel’s Drive control.

## CHANNEL SECTIONS

### PRE-AMP STYLE

For each channel, there is an independent Character switchable pre-amp with a choice of 3 styles. Each of the three positions affects multiple dimensions of the individual personality traits inherent to each amplifier type. This switch is not merely a simple EQ change, nor does it just affect the gain structure. Each amplifier type has its own tonality and its own sensitivity. Each reacts differently to the dynamics of your playing style and to the signal level of the instrument.

#### TWEED:

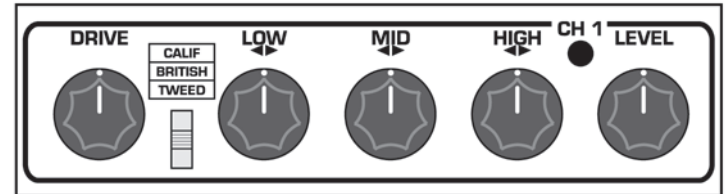
Fender®-style

#### BRITISH:

Marshall®-style

#### CALIF:

Mesa/Boogie®-style



NOTE: The British pre-amp style incorporates low cut and bright boost circuits that may adversely affect the sound of external distortion pedals/processors (such as thinning out the sound). If you experience this, we recommend switching to the California style.

### DRIVE

Adjusts the overall amount of gain and overdrive.

**LOW, MID and HIGH** (Frequencies are 200 Hz., 750 Hz., 3kHz, respectively.)

Specifically voiced for guitar, these active controls set the tonal balance of the amp relative to your environment. Boost or cut ±12dB from center point (12 o’clock). We recommend starting with EQ controls flat, at 12 o’clock. Then try a slight Low boost (2 o’clock) with a slight Mid cut (10 o’clock), and a slight High boost (2 o’clock).

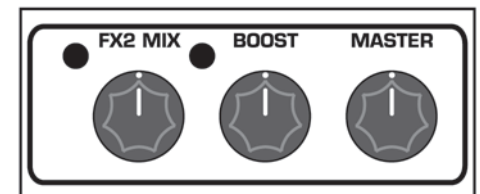
### LEVEL

Adjusts the volume of the particular channel.

## MASTER SECTION

### FX2 MIX

Blends in the exact amount of effect running through the FX2 loop that you want to hear. Best results are achieved when using effects with the true ability to output 100% wet signal. Refer to the Effect Loops section on the next page for additional detail.



### BOOST

For solos, you can remotely increase your output level via the Footswitch. This “clean” boost only changes the volume level, not the tonality or amount of overdrive. Increase from minimum (0dB) to maximum (9dB). NOTE: If the Footswitch is not connected, the Boost function will be off.

An added feature for stage performances allows you to access the Boost function via each of the individual Channel switches. When the master Boost footswitch is NOT engaged and you depress the switch of a channel that is already selected, it will activate the Boost function. The Boost will then automatically disengage when you either step on the same channel again or when you switch to another channel. So you can go from a boosted lead setting to an unboosted rhythm setting with one stomp.

## MASTER

Adjusts the overall volume. Also affects the XLR Direct Out, allowing you to block the signal to the audience or recording console when you want to tune or unplug your guitar.

## REAR PANEL

### 1/4" SPEAKER OUTPUTS

Wired in parallel. Total load: 300W RMS @ 4Ω minimum.

### SANSAMP™ DIRECT OUT

**For recording**, the SansAmp XLR output is like having a built-in direct box. You can go direct to the board and get your sound right onto tape or disc. The SansAmp circuitry not only captures the warm, rich, natural harmonics and sweet overdrive characteristics inherent to tube amplifiers, its speaker emulation encompasses all aspects of multiply-miked tube amp rigs.

**For live gigs**, you can use this output direct into the PA system and you won't need to put a microphone in front of the speaker cabinet(s).

### LEVEL SELECTOR SWITCH

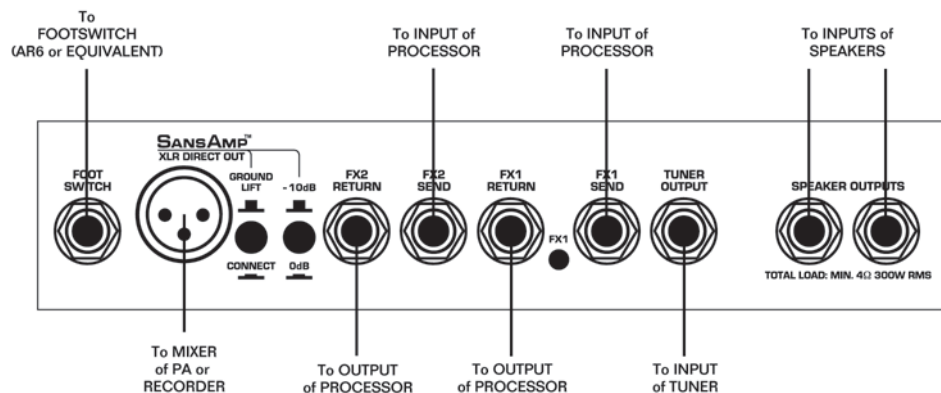
Allows you to connect the Trademark 300 via the XLR Output to other equipment with a variety of signal levels:

**0dB position.** Line-level output.

**-10dB position.** Pads down the line-level signal by 10dB.

### GROUND LIFT

Connects or disconnects the ground circuits between the XLR Output of the amp head and the mixer. We recommend starting with the ground lifted. If necessary, connect the ground by pushing the button in.



## EFFECT LOOPS

**FX1** is a standard series effect loop, which works with most effects typically used in an effect loop.

**FX2** is a parallel effect loop, which maintains your original analog guitar signal and gives you the ability to control the amount of the effect you want to blend with it. In order to work properly, however, the output of the effect needs to be set at 100% wet. Be aware that some digital effects may vary. If you experience a thin, undesirable sound or phase cancellation, the effect may not actually be capable of a 100% wet signal. Therefore, we suggest using the FX1 loop instead.

Connect FX1/FX2 Send to the input of your effect and connect the output of your effect to the FX1/FX2 Return. We recommend that time-based effects (chorus, delay, reverb, harmonizer, flanger, phaser) be used in the Effect Loops, while external distortion, wah and compression be placed between the guitar and the Trademark 300's front panel Input.

You can also use the FX1 or FX2 Send as an alternate 1/4" direct out, should an XLR input not be available on your recorder.

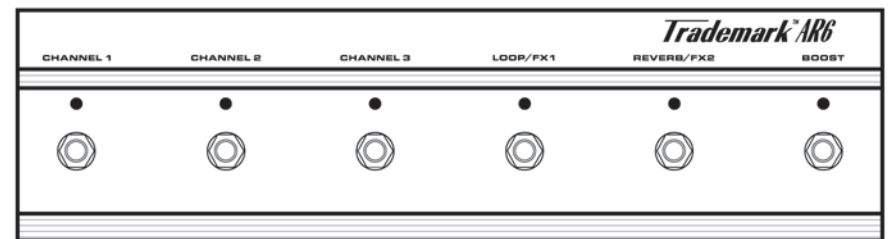
## TUNER OUTPUT

As long as the unit is plugged in, the tuner output provides a constant, unaffected signal at all times, regardless of the position of the Level controls. This output can also be used as a buffered out to send a transparent signal to other outboard gear or to drive a second amp head should you want to have an unaffected clean guitar signal.

## FOOTSWITCH (included)

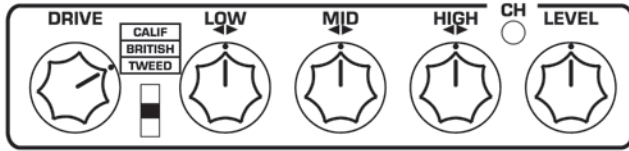
The Footswitch selects channels, engages each of the Effect Loops, and activates the Boost function. Corresponding LED indicators let you know the status of each switch. The Footswitch is powered via the cable, so batteries are not required. Unlike most amps which require a custom multi-pin connector, this Footswitch is engineered to utilize **any** standard 1/4" instrument or speaker cable. You can easily replace the included cable should you lose it, or purchase a different cable length to suit your particular needs.

Replacement Footswitch (Model #AR6) is available through your local authorized dealer or Tech 21 directly. In a pinch, you can use any standard alternating/latching footswitch to change channels. Rather than going On, Off, On, it will just advance through each of the 3 channels. If you lose or forget the Footswitch, be aware that the Boost and Effect Loop functions will be inactive and therefore not switchable.

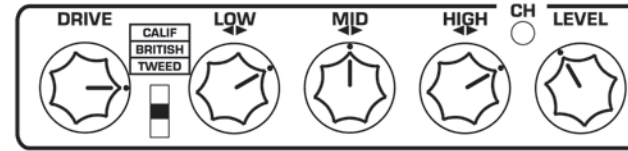




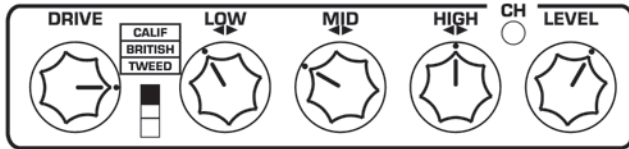
# TRADEMARK 300 SAMPLE SETTINGS



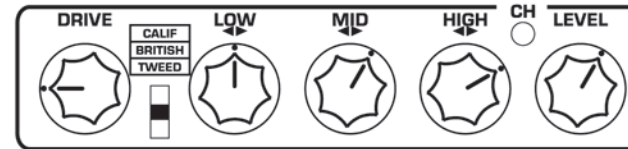
**BRITISH**



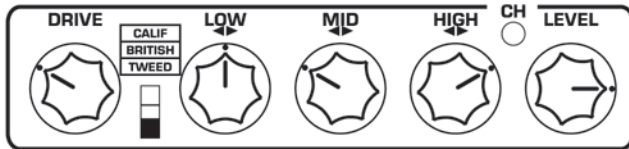
**VAN HALEN**



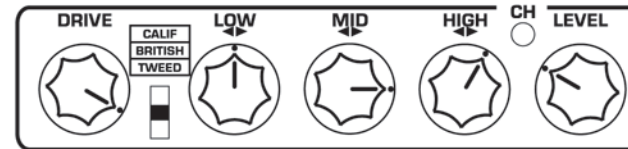
**CALIFORNIA**



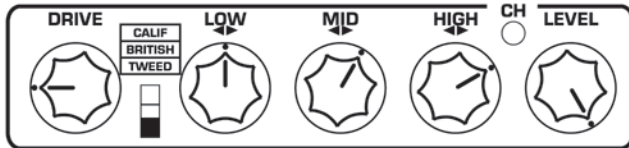
**VOX AC30  
(BEATLES)**



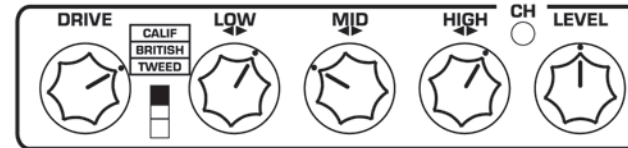
**TWEED**



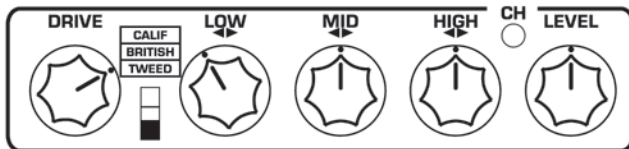
**VOX AC30  
(QUEEN)**



**FENDER JAZZ**



**METALLICA**



**SRV**



**AC/DC**

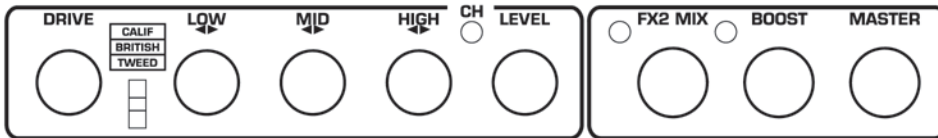
These settings are an approximate guide to get you started. Levels should be adjusted to individual taste and environment. Sample Settings were written using a Gibson Les Paul through a Tech 21 4x12 cabinet loaded with Celestion speakers (Model #412-TMC).

Names of sample settings are intended for descriptive purposes only and should not be construed as an endorsement or affiliation with the companies, products, or artists named.

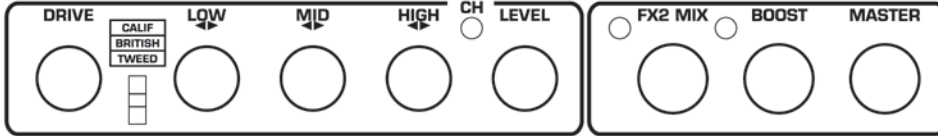
Registered trademarks of their respective companies.

## CUSTOM SETTINGS

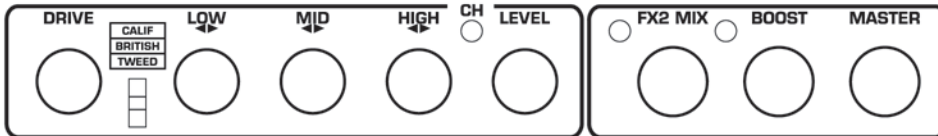
(Keep a Record of Your Own Favorites)



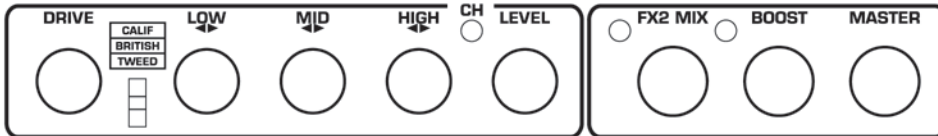
Name/Notes: \_\_\_\_\_



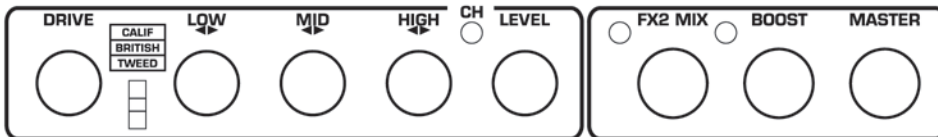
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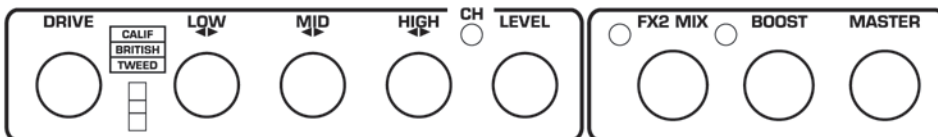
Name/Notes: \_\_\_\_\_



Name/Notes: \_\_\_\_\_



Name/Notes: \_\_\_\_\_



Name/Notes: \_\_\_\_\_

## TRADEMARK 300 SPECIFICATIONS

Note: With on-going product development and improvements, specifications and/or the cosmetic appearance of this unit may change without prior notice. Replacement parts are available through your authorized dealer or Tech 21 directly.

**Model Number:** **TM300**  
**Input Impedance:** 1M $\Omega$   
**Nominal Input Level:** -10dBm  
**Optimal Output Load:** 4 $\Omega$   
**Power Output:** 300 watts RMS @ 4 $\Omega$  (minimum load)  
 200 watts RMS @ 8 $\Omega$   
 150 watts RMS @ 16 $\Omega$

**XLR Output Level (selectable):** 0 to -10dB m  
**FX1/FX2 Input Impedance:** 1M $\Omega$   
**FX1/FX2 Input Level:** approx. -10dBm  
**FX1/FX2 Output Impedance:** 1K $\Omega$   
**FX1/FX2 Output Level:** approx. -10dBm  
**Maximum Power Consumption:** 600VA

**AC Input Power (factory preset):** 100V, 117V, 230V, 240V  
**Cycles:** 50/60 Hz

**NOTE:** AC power cannot be switched. Each unit constructed for specific voltages.

**Cabinet Dimensions:** 25"l x 11.5"w x 9.5"h  
**Chassis (only) Dimensions:** 19"l x 10"w x 3.5"h  
**Weight in Cabinet:** 37.15 lbs.  
**Weight of Removable Chassis:** 21.5 lbs.

### Optional Accessories:

#### •Choice of 4x12s:

- 400-watt, 8 $\Omega$  closed-back cabinet with wheat grill, white piping and four Tech 21 special design 12" speakers.
- 320-watt, 8 $\Omega$  closed-back cabinet with black grill, silver piping and four Celestion® special design 12" speakers.

•**2x12 Speaker Cabinet:** 200-watt, 8 $\Omega$  closed-back cabinet with wheat grill, white piping and two Tech 21 special design 12" speakers.

•**Black vinyl covers** for Trademark 300 head and above speaker cabinets.

•**Rackmount kit** (ears, handles, screws).

•**MIDI Converter (coming soon)** to enable the amplifier functions to be MIDI controllable. Check our website periodically in the fall of 2003 for updated information.

®Registered trademarks of their respective companies. Names of pre-amp styles are intended for descriptive purposes only and should not be construed as an endorsement or affiliation with the companies or products named.