

Case study

Primary Wave

Preserving Sun Records' legacy: where rock and roll was born

Historic record label Sun Records produced music from Elvis Presley, Johnny Cash, Jerry Lee Lewis, Roy Orbison, Carl Perkins and more that were at the forefront of defining rock and roll, country and blues. In 2021 Primary Wave, the leading private music publishing company, acquired legendary Sun Records and all of its master recordings. Their acquisition ensures these iconic recordings and assets are preserved for future generations.

A collection dating back seventy years faced challenges such as degradation due to its age and mold contamination. Primary Wave enlisted Iron Mountain Media & Archive Services to help organize, store, digitize and restore their historic collection.

A Media & Archive Services expert worked on-site in Nashville to assess the condition of the collection and create a plan to decipher what condition the tapes were in, what content was actually on the tapes, and whether the collection was cataloged correctly. Once Primary Wave moved the collection to New Jersey for archiving, Iron Mountain Media & Archive Services expert handlers matched them to the original inventory and organized the contents into two

private vaults and climate-controlled storage with custom racking system to safely house their master recordings, original contracts, demos, and other papers.

Physical remediation techniques were used to repair the original blank leader tape that served to provide dead air between songs. Contamination such as mold, which had formed from the tapes being stored in a basement, was also remediated with patented techniques on several original master recordings. Finally, the master recordings were digitized to ensure their longevity and seamless future retrieval.

In October 2022 Primary Wave will unveil the restored Sun Records archive at its 70th anniversary celebration and pay homage to the innovative artists and industry professionals who helped shape and transform music in the 20th century and beyond.

"There are many companies that have the capability to digitize older tapes, but we knew we needed the best partner to help us restore and care for the Sun Records collection. Iron Mountain Media & Archive Services has the history of success, the experts, the facilities, and the unique processes that ensured the successful preservation of these fragile, priceless assets."

Donna Grecco
Vice President of Creative and Assets, Primary Wave

ironmountain.com/entertainment

About Iron Mountain Media & Archive Services

Iron Mountain Media and Archive Services, founded in 1988 is the media and entertainment division of Iron Mountain Incorporated® and the go-to physical and digital media archiving service for the media and entertainment industries. They partner with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, they offer industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.ironmountain.com/industries/entertainment> for more information.

© Iron Mountain, Incorporated and/or its affiliates "Iron Mountain". All rights reserved. Information herein is proprietary and confidential to Iron Mountain and/or its licensors, does not represent or imply an invitation or offer, and may not be used for competitive analysis or building a competitive product or otherwise reproduced without Iron Mountain's written permission. Iron Mountain does not provide a commitment to any regional or future availability and does not represent an affiliation with or endorsement by any other party. Iron Mountain shall not be liable for any direct, indirect, consequential, punitive, special, or incidental damages arising out of the use or inability to use the information, which is subject to change, provided AS-IS with no representations or warranties with respect to the accuracy or completeness of the information provided or fitness for a particular purpose. "Iron Mountain" is a registered trademark of Iron Mountain in the United States and other countries, and Iron Mountain, the Iron Mountain logo, and combinations thereof, and other marks marked by © or TM are trademarks of Iron Mountain. All other trademarks may be trademarks of their respective owners.

Industry

- Music

Challenge

Preserving the deteriorated Sun Records collection

Solution

Organized, stored, digitized, and restored collections

Value

- Ensured the longevity of iconic music recordings
- Prepared the archive for public unveiling at Sun Records' 70th anniversary
- Honored the legacy of artists who defined genres and transformed 20th-century music

