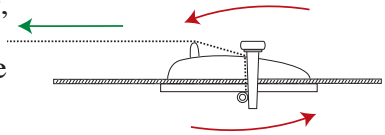
GUITAR

The secret to a balanced guitar…

A paradigm shift in string design that provides compensated torque for balanced tone and feel.

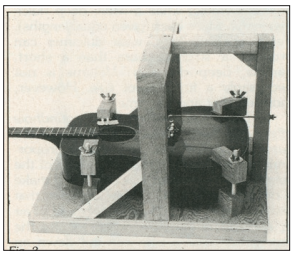
On an acoustic guitar, the soundboard is torqued forward by the tension of the strings pulling at the bridge, which causes the soundboard to twist.



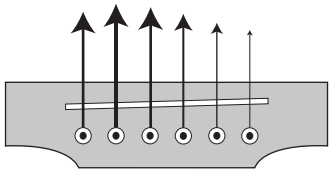
The strings' tension (green arrow) forces the bridge to twist on its axis that loads the soundboard and rocks it forward.

This twisting force creates a slight bulge behind the bridge and a slight hollow in front of the bridge; an indication that the soundboard is loaded and ready to respond to any change in the strings' tension. As the strings are played, the change in tensions force the bridge to rock back and forth on its axis which, in turn, enables the soundboard to flex in a similar motion that results in a pumping action producing sound.

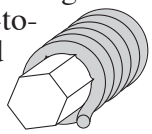
In 1974, Roger Siminoff proved this in tests that secured a guitar in a fixture to arrest the bridge's motion in either a lateral or longitudinal axis. The tests showed that the twisting of the bridge was paramount to how the soundboard functioned. It was evident from the tests that controlling the tension and torque load of each string was vital to producing balanced tone, sustain, and feel. Now, 40 years later, these tests became the backbone of our efforts to develop the ultimate guitar strings.



We learned from these and other tests that the tension relationship of each string to its neighboring string is critically important. If, for example, a string that produces a tension of 15 pounds is surrounded by strings producing 20 pounds, the 15 pound string will be unable to overcome its powerful neighbors to drive the bridge with equal energy and sustain.



The result of the tests created a paradigm shift in guitar string design with carefully engineered core-to-wrap wire gauges derived from compensated torque loads plotted on a bell-shaped curve for optimum balance, tone, and feel.



We call them **Straight Up Strings** and we know you'll like them!

Straight Up Strings for guitar, engineered with compensated torque for optimum balance and feel.

…every note of every chord

Specifications:

Guitar, light, #2700-L
• Gauges: .011″ .015″ .0215″ .030″ .042″ .0525″ • Torque loads*: *E* 15.0 *B* 17.6 *G* 20.6 *D* 22.8 *A* 21.9 *E* 21.0 • Total torque*: 118.9 inch pounds
• Total longitudinal tension: 138.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

Guitar, medium, #2700-M
• Gauges: .012″ .016″ .0215″ .030″ .044″ .0535″ • Torque loads*: *E* 17.2 *B* 19.3 *G* 20.6 *D* 22.8 *A* 24.0 *E* 21.9 • Total torque*: 125.9 inch pounds
• Total longitudinal tension: 146.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

Guitar, heavy, #2700-H
• Gauges: .013″ .0165″ .0235″ .034″ .045″ .0555″ • Torque loads*: *E* 19.3 *B* 22.8 *G* 24.5 *D* 25.8 *A* 27.9 *E* 23.6 • Total torque*: 143.9 inch pounds
• Total longitudinal tension: 167.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

*Torque loads measured at 7/16″ saddle height and calculated on a bell-shaped curve.

Manufactured and packaged: U.S.A. • Dealer inquiries invited.

Price per set: $9.95 per set
Road packs: Tri-Pak: (3 sets) $25.35 - **Save $4.50!**
Six-Pak: (6 sets) $48.35 - **Save $11.35!**

Rev: 7/22/15

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