

Santa Cruz Guitar Company debuts Brad Paisley signature model and new string range

By Guy Little: July 8, 2015

Santa Cruz
GUITAR
COMPANY

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The new model made for the country superstar is to be unveiled at the 2015 Summer NAMM show in Nashville, Tennessee, along with the news of SCGC's Parabolic Tension Strings

Brad Paisley and the Santa Cruz Guitar Company proudly announce the debut of the Brad Paisley Signature Model Guitar at the 2015 Summer NAMM show in Nashville, TN. The story begins with Paisley's acoustic guitar mastery and his well-deserved super star status. His decision to partner with a shop as small as Santa Cruz Guitar Company, who makes approximately 600 guitars a year, came from his desire to be associated with quality and responsibility above all else. He wanted his name on a handmade instrument that his fans and guitar aficionados alike could trust.



RICHARD HOOVER OF THE SANTA CRUZ GUITAR COMPANY

Richard Hoover, owner and founder of SCGC, worked closely with Paisley to design a personalized, custom dreadnought based on SCGC's Pre-War Dreadnought Model. The Paisley signature model (The B/PW) honors Paisley's dedication to the sustainability of treasured tone woods, built with his preferred customizations for playability, tone and look in mind. SCGC thanks Brad's good friends at Artisan Guitars, whose many years of coaching and loving service made possible the introduction, designs and ongoing goodwill to make it happen. Here are the specifications:

Brad Paisley signature model B/PW specifications:
Sustainable yield, master grade East Indian Rosewood and Bear Claw Sitka Spruce; 14-fret, 25.375" scale length, 1-3/4" nut width, 2-3/16" bridge spacing, custom voiced/advanced X-bracing, herringbone rosette and top purfling, Ebony peghead overlay with custom cowboy hat inlay, vintage tinted top, Waverly Tuners, Santa Cruz Parabolic Mid-Tension Strings, tooled leather black custom guitar case.

SCGC has also announced the release of Santa Cruz Parabolic Tension Strings. This project has been a decade in the making; commercially available strings were never able to truly complement the complexity of overtones and sustain that SCGC achieves by individually tap tuning and hand voicing each guitar. SCGC therefore sought out the wisdom of their friends and colleagues within the audiological sciences to collaborate on a new design that will fully drive Santa Cruz Guitar Company's complex acoustic tone.



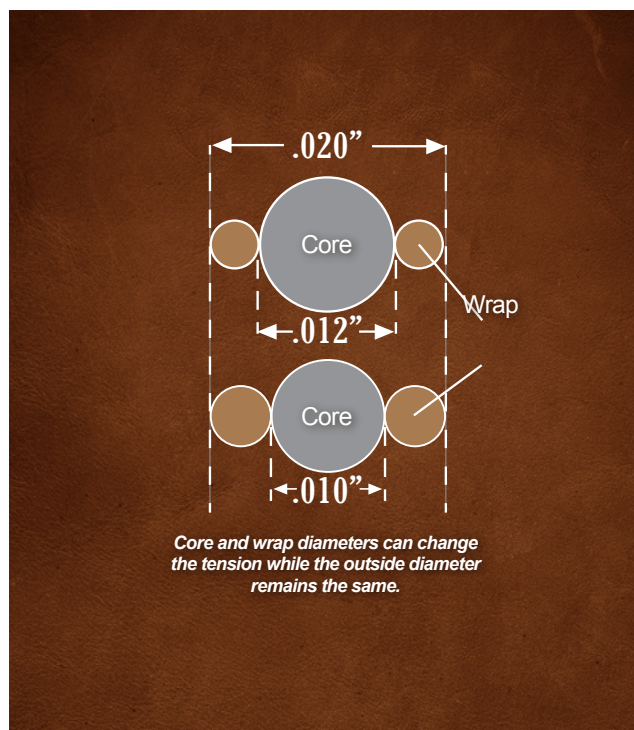
In addition to setting up all their production guitars with these new Santa Cruz Strings, SCGC will also be selling individual packages of both Low Tension and Mid Tension sets through their website. And so they never run out of strings again, players can sign up for a Santa Cruz String Subscription to receive their personally selected number of packaged sets, delivered directly to their door from Santa Cruz Guitar Company. Each delivery will include promotional giveaways and goodies from SCGC.

For more information on Santa Cruz Parabolic Tension Strings and the Brad Paisley signature model, visit: www.santacruzguitar.com

When it comes to strings, it's all about tension. While gauge is simply the measurement of the string's diameter, the tension of a string determines its relative volume to the other strings (EQ). String tension is determined by its core to wrap ratio, which can vary greatly among manufacturers. This can create multi-pound differences between brands and an illogical EQ within any given set.

Santa Cruz Strings are engineered to do what others cannot, to put the exact tension on each individual string to create the appropriate download pressure. These calculated tensions determine the optimal relative volume between strings, or EQ, for your instrument. Santa Cruz Strings require precise core to wrap ratios and precision fit and finish for unprecedented tolerances of one half of one thousandths of an inch. This accurately determines the tension/volume of each string to the exact EQ that your guitar was designed for. State of the art metallurgy and micro-coating assures long life by preventing corrosive moisture from contacting the core of these nickel and lead free strings.

The cornerstone of this project is the acoustic science and genius of long-time friend and advisor, Roger Siminoff. Straight Up Strings for mandolin and banjo are available as a part of this innovative cooperation and available through Siminoff.net.



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