



FOR IMMEDIATE RELEASE

Magnatone Amplifiers Announces Granville Helm as Director of Global Sales

ST. LOUIS, MO – December 5, 2024 – ([GUITARpr](#)) – **Magnatone Amplifiers** is thrilled to announce that **Granville Helm** has joined the company as the new Director of Global Sales.

Granville's music retail experience, combined with his lifelong passion for guitars and amplifiers, gives him a unique perspective that will expand Magnatone's boutique legacy and grow Magnatone's dealer network worldwide.

Granville comes to Magnatone from Eddie's Guitars in St. Louis, MO, where he was Store Manager. He established a reputation as a knowledgeable and trusted music gear expert. Granville is also a seasoned musician with an intimate understanding of the nuances of the music industry and the needs of players at all levels.

Ted Kornblum, Magnatone President & CEO says, "Granville's retail sales experience and personable relationships with musicians will be great assets to help propel Magnatone's worldwide sales efforts."

Retailers can contact Granville Helm (Granville@magnatoneusa.com) to set up appointments for the 2025 NAMM Convention in Anaheim, CA January 21st - 25th, where Magnatone will exhibit at booths #4448 and 4346.

About Magnatone

The Magnatone brand was first established in 1937 in Los Angeles, CA. The company is most famous for inventing and patenting the stereo pitch-shifting vibrato effect using a non-moving part. Legendary artists like Buddy Holly, Lonnie Mack and Robert Ward have all used Magnatone. Magnatone Amplifiers was revived by Ted Kornblum in 2007 and, today, Magnatone hand builds high-end boutique tube guitar amplifiers in St. Louis, MO. Magnatone is played by Brandi Carlile, Billy Gibbons, Jason Isbell, Lukas Nelson, Slash, Neil Young and many other artists.

Media Contact

Josh Margherita
josh@magnatoneusa.com

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