



FOR IMMEDIATE RELEASE

## Magnatone Introduces the Croc Collection

*Master Collection amps with a unique, proprietary covering in limited quantities*

ST. LOUIS, MO – April 5, 2023 – ([GUITARpr](#)) – Magnatone has just introduced its unique Croc Collection. The company is offering its highly acclaimed Master Collection amplifiers specially covered with a proprietary, 100% cotton textile fabric made exclusively for Magnatone in the USA with an amazing new look.

Using a multi-step manufacturing process, the textile begins with a silver base coat and is then embossed with a Croc impression using black dye to create the pattern. Next, a custom-colored pigment is painstakingly hand applied to each cabinet, allowing the silver base color to blend with the pigment to create a one-of-a-kind luxurious finish.

To complete the process, nitrocellulose lacquer is applied to seal each cabinet resulting in a patina that will look even better as it ages. However, only a limited number of these standout amps will be available. Magnatone has secured a specific quantity of this Croc material and will offer this genuinely stunning product only while supplies last.

With truly superb craftsmanship applied from start to finish, the Croc Collection is currently available in Silver/Gold, Silver/Blue, Silver/Red, Silver/Purple

According to Magnatone General Manager, Rod Washburn, "We've always offered an array of custom options, but our Croc Collection takes that idea to a new level in a very unique way."

The Magnatone Croc Collection is available at authorized dealers only. More information is available at <https://www.magnatoneusa.com/master-collection>.



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## 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.

Today, Magnatone manufactures high-end, boutique tube guitar amplifiers that are *made in the USA* and played by such guitarists as Billy Gibbons, Jeff Beck, Neil Young and Jason Isbell. Many of the current Magnatone models still feature their famous pitch-shifting vibrato effect as well as tremolo and reverb.

For more information, visit: <https://www.magnatoneusa.com>.

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