

VFE Pedals launches new Live Series of effect pedals on Kickstarter

Intuitive and pedalboard-friendly lineup now includes DIY options

PUYALLUP, WA – November 11, 2015 – (GuitarPR) – VFE Pedals has launched a new lineup of effect pedals designed to be intuitive and pedalboard friendly, and is now available on Kickstarter until December 2. With the initial funding goal already met in only two days, VFE is adding new effects as new stretch goals are reached.

VFE Pedals has taken everything they have learned from building thousands of pedals, from circuit design and tone to quality components, assembly methods, as well as the hidden costs in inventory management and distribution, and distilled it all into a new pedalboard friendly format called the “Live Series.”

From the large, solid metal knobs to the simple, clean layout, the Live Series was designed to be as intuitive as possible. The goal is make each pedal easy enough to operate and dial in without the need for a manual (though one is included). Top-mounted jacks were chosen for quick and compact setup on a pedalboard, while the control layout and tapers were designed to make finding the perfect tone as easy as the twelve-bar blues.

By using a direct-only model that is built in limited, unique runs, the Live Series cuts out all extra costs that are not related to product quality or tone. By using this method, players save 25-40% off what the standard distribution and inventory cost model would dictate.

Kickstarter backers are offered a variety of rewards and will get to choose from 6 enclosure colors and 6 knob colors at first with additional colors available upon reaching stretch goals.

Also, for the first time, VFE is offering both circuit boards and barebone DIY kits to Kickstarter backers.

More information is available at: <https://www.kickstarter.com/projects/vfepedals/vfe-pedals-live-series-guitar-pedals-and-diy-kits>

All VFE Pedals are built by hand in Puyallup, WA, USA.

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