

Relish Guitars Grows to Include New Distribution in US, Japan and China

New models, increased production capacity to meet growing demand worldwide

LUCERNE, SWITZERLAND – June 29, 2017 – ([GuitarPR](#)) – Switzerland-based Relish Brothers AG, makers of Relish Guitars, a highly innovative line of guitars utilizing advanced design and Swiss-quality construction have announced new models and increased production capacity to meet growing worldwide demand for their unique instruments.

Four years ago, Relish Guitars exhibited at Musikmesse Frankfurt previewing three prototype guitars. Now in 2017, their annual production is approaching 600 guitars, many of which are already committed to their distribution partners in the US, Japan & China.

Relish Guitars, utilizing Swiss manufacturing, has created a distributable pricing structure using a high-end, lean production process with industrial design concepts. The one-piece-flow assures efficiency, Swiss quality and the ability to consistently implement new innovations. As a result, Relish is able to ensure margins and buy-in packages for dealers and distributors, which set new benchmarks in the market for premium guitars.

Silvan Küng, co-founder of Relish Guitars said, “Guitarists are open minded about our kind of innovation in construction, design and the ability to individualize your own guitar. For instance, Phil Campbell from Motörhead heard about us and invited us backstage on his European tour with Lemmy. He was so inspired by the sound that he instantly began using our guitars in his live setup. That blessed us and is a great example of why we build guitars from a revolutionizing point of view.”

Pioneering an entirely new design and construction of electric guitars in 2013, the company established a powerful footing with the introduction of their Jane model. Utilizing its proprietary sandwich construction consisting of three different layers, the floating middle layer is framed with aluminum while the front and back are made out of molded wood veneer. The thoughtful combination of materials and construction results in a superior sound with extensive sustain.

More recently, Relish has debuted its new Mary models in two forms: an aluminum-based design as well as all wood models. Both guitars are offered at a lower price point, but feature the same level of innovation in design and Swiss-quality construction that Relish has set as a standard for all of its instruments.

Like the Jane, the Mary models feature the Relish Guitars sandwich construction with a floating middle layer of either aluminum or wood. In all models, the neck is connected solidly to the middle layer which contributes to the extraordinary sustain in these instruments.

Other Relish innovations include easily interchangeable pickups designed and manufactured in house and a new fingerboard made of strand woven bamboo (patented), an eco-friendly, sustainable material that is the perfect replacement for traditional hardwoods. Relish Guitars uses

RELEASED VIA

GUITARPR
PR News Service for the Guitar Universe

Swiss/European woods to bring their instruments to life right from the heart of Switzerland, based in Lucerne.

To completely understand how these guitars ascend to a new level of innovation and quality, visit their website at: <https://relish.swiss/explore.html>.

See Relish Guitars Switzerland at Summer NAMM in Nashville July 13-15 at booth 1346.

Distribution

Relish Guitars has entered into a distribution relationship in the US and interested sales representative partners should contact Rick Hall at totalrickhall@gmail.com.

About Relish Guitars

For more information about founders Silvan K ng and Pirmin Giger and the Relish Guitars story, watch their video at: <https://youtu.be/7a3TwNQ3VnA>.

Media Contact

Silvan K ng
Relish Brothers AG
Industriestrasse 16 CH-6203 Sempach Station
silvan@relishguitars.com
+41 44 585 30 60

RELEASED VIA

GUITARPR
PR News Service for the Guitar Universe