



TAKAMINE GUITARS PRESS RELEASE

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SUMMER NAMM 17: TAKAMINE DEBUTS TWO NEW ADDITIONS TO ITS ACCLAIMED “THERMAL TOP” SERIES WITH THE EF360SC TT AND EF400SC TT

NASHVILLE, TN (JULY 13, 2017) – The concept behind Takamine’s “Thermal Top” (TT) Series is simple: the guitar’s top wood is baked in an oxygen-free vacuum environment, a process that modifies the resins and sugars in the wood in a way that resembles the natural aging process, and results in the desirable tone that is expected from much older vintage guitars, with quick response, balance, and great projection. At the 2017 Summer NAMM Show, Takamine is proudly unveiling two new additions to the series: the **EF360SC TT** and **EF400SC TT**.

“We have been very pleased at how the musical world has reacted to our thermal-top Takamine guitars,” says Tom Watters, Director of Product Development for Takamine. “It usually takes only a strum or two for players to react with wonder at how a brand new instrument can be sonically indistinguishable from their favorite ‘played in’ guitar.”

The **EF360SC TT** is a cutaway dreadnought incorporates Takamine’s “Thermal Top” technology on its solid spruce top. The guitar, crafted at Takamine’s Japan-based Pro Series facility, also makes use of solid Indian rosewood for its back. Its mahogany neck is slender and comfortable, and it offers Takamine’s exceptional CT4B II electronics. Simple and elegant, the EF360SC TT is truly a working guitar designed for the very best performances in songwriting, recording, and on live stages.

With the **EF400SC TT**, there’s finally a 12-string solution for players who want the advantage of Takamine’s thermal-top technology. Offering the indescribably beautiful tone of a vintage, played-in 12-string, the EF400 SC TT provides a solid thermal spruce top, solid Indian rosewood back, and a slender mahogany neck that allows for no-compromise performance feel. While its tone is vintage, this guitar is full of modern amenities, like its CT4B II electronics that make it an excellent working guitar for players who needs to easily transition between studio and stage.

More information on Takamine’s TT Series and its entire line of acoustic and acoustic-electric instruments is available at www.esptakamine.com.

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About Takamine Guitars

For more than half a century, Takamine has proudly dedicated itself to the art of fine guitar craftsmanship. Today, they are one of the world’s most respected acoustic instrument manufacturers, and Takamine Signature Series, Pro Series, G Series, Classical/Hirade, and other products are used by many of the best-known songwriters and performers. Takamine is distributed in the USA by the ESP Guitar Company. For more information call 800-423-8388 or visit www.esptakamine.com.