

NAMM 08 NAMM Show Notables

JHS Launches Fret-King Guitars & Basses

The NAMM Show marked the international launch of Fret-King guitars with JHS. This cult guitar line, conceived by guitar guru and UK guitar specialist Trev Wilkinson, has been taken under the portfolio umbrella and distribution skills and facilities of lead-

ing independent UK music equipment supplier, John Hornby Skewes & Co. Ltd.

For the past few months, Wilkinson was at work both in his UK-based workshops and his international manufacturing facilities designing, planning, and

finalizing specifications and building first-run production samples in preparation for the worldwide introduction.

The lineup of Fret-King guitars and basses will number over 170 individual options and, as such, represents a significant addition to the JHS guitar catalog.

Fret-King instruments will be available in two categories. Fret-King Green Label series guitars and basses are hand-built in Wilkinson's UK workshops. Produced in very limited numbers, the Green Label series "epitomizes world-class guitar building, the embodiment of ultimate tone with classic hand-selected electric guitar tonewoods and pickup configurations carefully matched to the construction of each guitar," JHS reports.

The mid-price Fret-King Blue Label series guitars will be produced in a low-volume, luthier-built environment, bringing the Fret-King ethic of guitar design to a much wider audience. Using the same quality imported tonewoods associated with all Fret-King guitars, Blue Label series use custom-wound Fret-King pickups and circuitry, with premium hardware by Wilkinson and Gotoh and authentic vintage construction.

The return of JHS to NAMM as a participatory exhibitor signified the company's intention to capitalize on their presence in an already-expanding international market via a newly formed partnership with Canadian distributor, Musical Instruments Distribution Canada (MIDC) Ltd. As such, JHS also presented the Vintage line of electric and acoustic guitars and basses at NAMM as a primary 'own brand', alongside various other examples of their brand portfolio. The Vintage Advance and Icon Series of guitars and basses, already a success in European, Eastern European, and Australasian markets in particular, were given featured exposure at the NAMM Show to the Canadian and U.S. guitar markets.

www.jhs.co.uk



Your next guitar is here   



FRET King
by
Trev Wilkinson
www.fret-king.com

 www.jhs.co.uk
Worldwide trade distributors JHS & Co. Ltd.
Distributed in Canada and USA by
MIDC Ltd. Tel: 1 916 464 2910

Pic: Fret-King Green Label Expert V - Obsidian Black

Your next guitar is here   



FRET King
by
Trev Wilkinson
www.fret-king.com

 www.jhs.co.uk
Worldwide trade distributors JHS & Co. Ltd.
Distributed in Canada and USA by
MIDC Ltd. Tel: 1 916 464 2910

Pic: Fret-King Green Label Corona 60 HD

MMR
MUSICAL MERCHANDISE REVIEW

the
NAMM
show⁰⁸