NEW MINI BULK STRINGS PROGRAM

Retailer • Luthier • Guitar Tech • Musician

Everyone's a winner with Elixir Strings Mini Bulk Program

A cost effective restringing solution that keeps your Electric, Acoustic and Bass Guitar collection sounding new and feeling fresh for longer

- As a *retailer*, you need the guitars on your wall to stay in peak condition and inspire your customers to buy
- As a *luthier*, you want to deliver your guitar with a long-lasting set of strings that keep it sounding alive and performing at its best
- As a *guitarist*, you require that your instrument is ready to play whenever you are

Elixir® STRINGS

A KEY TO BETTER PERFORMING GUITARS:

It can take several months between a guitar leaving the factory and finding an owner. In that time, hundreds of players might handle the strings. With other string brands, dirt, sweat, oils and air can quickly drain the life from strings - resulting in a flat performance.

With Elixir® Strings, our OPTIWEB™, NANOWEB® and POLYWEB® Coatings ensure long-lasting tone and that your guitars inspire customers for months to come.

BULK PROGRAM BENEFITS:

- Is now offered in smaller sets of 25, 50 and 100, giving you flexibility and savings
- Keeps your guitar collection sounding and feeling like new for longer
- Is available in our most popular gauges for acoustic, electric and bass guitar
- Ships uncoiled without packaging for easier re-stringing
- Comes with the added value *Elixir* Strings hang tags and/or clings
- Provides upsell opportunity for your repair workshop and potential for increased revenue from a new lifetime *Elixir* Strings player

JOIN SOME OF THE INDUSTRY'S LEADING NAMES:

"We re-string all our demo guitars at Bluedog with *Elixir* Strings, because they sound the best and last the longest. With good sounding and fresh feeling sets of strings on our guitars, customers are inspired to buy."

Jenn Ladd, Owner, Bluedog Guitars, Retailer

"Stringing with *Elixir* Strings gives us the advantage that our guitars sound new, fresh and clean and playability is great, no matter when and how often they are tested."

Reinhard Schön, Session Music, Retailer

"The bugbear for all retailers is the useful length of the string, in its tone life. We might have a guitar that's £10,000. It might hang on the wall for three months. Forty people may play it. With *Elixir* Strings, where the strings are coated, they can last much, much longer."

Hugh Manson, Manson Guitars, Luthier, Retailer and Tech

"We do love the *Elixir* NANOWEB Coated Strings for several reasons. They are durable and don't get rusty, even after the guitar sits a bit in the dealer's shop. For checking out a new instrument it's a better first impression!"

Clemens, Nik Huber Guitars, Luthier

MINI BULK PRODUCT LISTING

Product Description	Part No. 25 Sets	Part No. 50 Sets	Part No. 100 Sets
Acoustic Phosphor Bronze with NANOWEB Coating			
Extra Light (10-47)	16005	16003	16004
Custom Light (11-52)	16026	16028	16029
Light (12-53)	16057	16053	16054
Medium (13-56)	16105	16103	16104
Acoustic 80/20 Bronze with NANOWEB Coating			
Custom Light (11-52)	11026	11029	11028
Light (12-53)	11057	11054	11053
Acoustic 80/20 Bronze with POLYWEB Coating			
Light (12-53)	11058	11055	11051
Electric Nickel Plated Steel OPTIWEB Coating			
Super Light (09-42)	19005	19004	19003
Custom Light (09-46)	19025	19029	19028
Light (10-46)	19055	19054	19053
Light/Heavy (10-52)	19075	19079	19078
Medium (11-49)	19105	19104	19103
Electric Nickel Plated Steel NANOWEB Coating			
Super Light (09-42)	12005	12004	12003
Light (10-46)	12055	12054	12053
Electric Bass Nickel Plated Steel with NANOWEB Coating			
4-String Light/Medium, Long Scale (45-105)	14078	–	bass only offered 25 set
Electric Bass Stainless Steel with NANOWEB Coating			
4-String Light/Medium, Long Scale (45-105)	14678	–	bass only offered 25 set

With the purchase of Mini Bulk sets, you agree to display the provided hang tags and/or clings on the guitars and not to repackage the strings for individual resale.

Elixir® STRINGS

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