



# OPTIWEB® Coated Electric Strings

Elixir® Strings revolutionized the acoustic guitar string.  
Now they've done it again for electric.

## 1 OPTIWEB® Coated Electric Strings Easy Selling Points

### The Best of Both Worlds

- OPTIWEB Coated strings have the tone of an uncoated string with the tone-life of a coated one.\*
- OPTIWEB Coated strings feel more like an uncoated string than anything *Elixir* Strings has previously offered.
- Designed using the feedback from over a thousand coated and uncoated players.



\*Elixir Strings Tone and Feel Field Trials  
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## 2 Consumer Feedback Here's what electric guitarists have to say about OPTIWEB Coating:

"Feels like an uncoated string"

"The trial set's tone is bright and snappy, much like a high-quality uncoated string would sound"

"Had problems with coated strings in the past. No problem with these on electric"

"I LOVE these new strings! These are the strings I've been waiting for. They sound and feel great"

## 3 Try them ONCE!

### Trial and Convert

- Players tell us once they try *Elixir* Strings, they are hooked. Help us get our strings in players hands!
- Focus on players who use *Elixir* Strings on their acoustic but not their electric.
- Nobody likes changing strings. Leverage the value we provide – great tone, show after show.