

A Call for the Standardization of Humidity Levels at Musical Instrument Dealerships

All U.S. manufacturers of electric and acoustic guitars follow basically the same procedure for the drying and conditioning of the wood used in their guitars. It is imperative that the retailers who represent our products provide the proper temperature and humidity conditions so that our guitars are maintained in excellent condition for the duration of the selling process.

Each of the undersigned manufacturers builds guitars to high quality standards and has invested heavily in factory equipment and systems to insure that these standards are consistently delivered to our customers. We also spend large sums of money on advertising campaigns to bring guitar players into the retail stores to view our instruments. These guitars are made of wood, and thus are affected by changes in temperature and humidity. When our products are shown to potential customers in a situation where failure to maintain proper climate conditions has adversely affected the guitar, they are not being shown as we intended. As a result, many customers might make negative judgments about our products when, in fact, it was the retailer's humidity conditions that caused our guitars to be in less than desirable condition.

Retailers will also benefit from this standardization. They will find that their sales, profits, and satisfied customers will continue uninterrupted through the cold and dry winter months. Retailers know that throughout the late spring, summer, and early fall months, the climate is acceptable and there is little need for sending guitars back to manufacturers. In the winter, however, many retailers need to return guitars to the manufacturers for service or perform the service in their own repair departments. These costly repairs can be avoided through humidification. This will benefit our entire industry, including the retail customer, the dealer, and the manufacturer.

We are calling our retailers to:

1. Maintain humidity levels at about 50% in both their sales and storage areas.
2. Maintain temperatures, even at night, no lower than 60 degrees.
3. Have accurate humidity gauges to monitor humidity levels.
4. Have the reserve capacity to handle the unusual conditions that cause extra low humidity.

Our goal is to have dealers of our products install the necessary equipment by the November, 1994.



Robert D. Taylor
Taylor Guitars



Henry Juskiewicz
Gibson Guitar Corp.



Chuck Faas
Guild Guitars



C. F. Martin IV
Martin Guitars



Bill Kaman
Kaman Music Corp.



Richard Hoover
Santa Cruz Guitar Co.



Larry M. English
Gibson Montana Division



Bill Collings
Collings Guitars



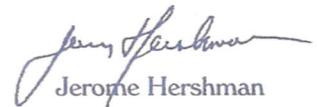
Jean Larrivée
Jean Larrivée Guitars Ltd.



Dick Boak
Association Of Stringed Instrument Artisans
(A.S.I.A.)



Bill Schultz
Fender Guitars



Jerome Hershman
Guitar and Accessories Manufacturers Association
(G.A.M.A.)