



TAKAMINE GUITARS PRESS RELEASE

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TAKAMINE SHOWS POPULAR “THERMAL TOP” TT SERIES GUITARS AT NAMM

ANAHEIM, CA (JANUARY 19, 2017) – Takamine Guitars (NAMM Booth #208A/B) has received accolades around the world with its “Thermal Top” TT Series guitars. Starting in 2015 with the introduction of the EF340S TT and EF 360S TT, the company has continued to expand this series that makes use of a special technology designed to impart the highly-desirable tone associated with vintage acoustic guitars.

“Takamine now offers seven different TT Series guitars,” says Tom Watters, Director of Product Development for Takamine. “While each of them brings its own vibe in terms of body shapes and styling, all of them offer the sonic advantages of the thermal spruce top. Players are often astounded that a brand new acoustic guitar can offer the depth and boldness of tone that usually only comes from guitars that are decades old.”

The “Thermal Top” technology in the Takamine TT Series has the spruce guitar tops baked in an oxygen-free vacuum environment before the guitar is constructed. This process 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.

In addition to the **EF340S TT** and **EF 360S TT**, the TT Series includes the new limited-edition **EF75M TT**, which offers a thermal heat-treated spruce top and ultra-rare Madagascar rosewood. The guitar has beautiful abalone purfling and flame maple binding, and incorporates Takamine’s stealthy TLD 2 Line Driver electronics. The **EF740S TT** is an OM-shaped cutaway with a twelve fret neck joint. It uses a solid thermal spruce top in Gloss Natural finish, paired with solid mahogany back and sides, and a mahogany neck with ebony fingerboard. The **CP7MO TT** uses a traditional Takamine OM body style, and its sides and body are solid ovankol with a classic grained ivoroid binding, paired to a mahogany neck with an ebony fingerboard. Takamine’s **EF450C TT** is available in **Brown Sunburst** and **Transparent Black Burst** finishes. Like the other new models in the “TT” Series, its top is solid thermal spruce, which is paired to solid flamed maple back and sides with white body binding, and a maple neck with ebony fingerboard that has intricate mother-of-pearl “grass flower” inlays.

All seven TT Series guitars are now available at Takamine dealers. More information on the TT Series and the entire 2017 lineup of Takamine guitars, basses, and ukuleles 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.