

WE FINALLY MADE IT

WAH THE NUT! - ALL ORIGINAL WAH

IT'S A WAH. IT'S A GUP TECH WAH. IT'S AN INFINITELY TWEAKABLE WAH, BUT IT'S A VERY LIMITED ONE TOO.

After teasing you with it for months, it finally happened. It's not just a wah, it's all the wah, almost. Hidden inside, trim pots and dip switches can fly you up to the moon, depending of your level of imagination (and intoxication).

It's been such an adventure for Guillaume. It's a difficult pedal to build, and because of its complexity and assembling time, it's going to be a super limited product. Regarding the physicality, we have chosen to ditch the rubber surface. Yeah, we know it's meant to avoid slip and to ensure some grip, but we decided to use the surface for design, and went all in. It won't be as slippery as a regular footswitch for sure. We have some in stock, in white and black. There will be a pause after all are sold. Contact us if you have questions.



CULTIVATE THE LOVE FOR GEAR...

AND THEY WON'T SPEND ON DRUGS.

We talk a lot about guitars, because that's what we love, we being Guillaume, but in our home, it's bigger than this. The youngest member of our crew has been a drummer since his birth, almost. I remember giving him my chopsticks at the mall so that he could drum his way to happiness, and he was around 2 years old. He had his first drum set at 3.

The passion came and went away then recently came back, in the form of an obsession, really. His name is Otis, he is 9 and he is the official GUP Tech box builder. If you have GUP Tech pedals, Otis probably folded the box it came in. With this job, he could buy his first very own cymbal, a Meinl Classics Custom 16" China. He installed it on not-his-drum, but the drum he plays on at his dad's. He is already a metal head, totally into old Trivium (before he was born), Gojira and some Mastodon.

Speaking of new gear, take a look at our latest guitar here. It's supposed to replace the Gibson LesPaul Junior Tribute, but both are currently living together in our bedroom, next to the bed. We'll see. As long as they don't take my place in the bed, I guess it's fine. Is it?

Quick question, do you like to see that kind of "news"? If you have suggestions for us, let us know, you can contact me directly : emilie@guptech.ca.



RECURRING QUESTION... STRANGELY.

HOW ARE YOU SO CHEAP? AND WHY?

THIS IS A REAL QUESTION WE HAVE, AND IT'S A GOOD QUESTION. LET'S ANSWER IT.

When we first realized GUP Tech was cool enough to become a real project, it was time for us to define our mission.

Some gear manufacturers want to be in every music store, in every country, to become rich and famous. For us, it was way simpler than that: We wanted to be accessible (and sell a pedal to Gary Holt once in a while, just for the thrill of it).

What does it mean, really? It means that we just want musicians to be able to afford expanding their musical creativity, without compromising their rent, nothing more. As long as we can pay the mortgage and food for the chickens.

When we did the Montreal Knob-Session expo last year, other pedal builders were "angry" at our prices, because they couldn't compete with us, and felt threatened. We could have raised our prices, and our reputation amongst pedal builders would have been better. Unfortunately, we don't build pedals for pedal builders, we do it for guitarist (and bassists).

In the past couple of years, we have been asked to sell batches to bigger stores. Each time, we had to decline, because we are three people, working from our home and we don't have "time" to do that. Plus, we don't like mass production. Building 100 (insert whatever pedal model we have) is not fun. In fact, it kills the vibe, and we

promised ourselves that would stop when it's not fun anymore.

Take our new Wah the Nut! To be profitable for us, the selling price should have been around \$300 CAD. We know it's too expensive, and it goes against our brand, so we kept it lower. GUP Tech is too beautiful to be stained by greediness.

Inflation has been bad enough, prices are high. We will keep ours as low as possible, as long as our suppliers don't dramatically raise theirs. How can musicians be creative if they cannot afford their tools? If you want to throw money at us, buy pedals, we have a great selection!

PEDALBOARDS ?

PEDALBOARDS ARE A DELICATE SUBJECT, BUT WE CANNOT REALLY SKIP IT, CAN WE?

We have made a whole blog post in May 2022 regarding pedalboards, and even posted some that our customers and fans have sent us. Some worship them, some don't care, some even hate them. Some want the cleanest one without a visible cable, other really just want to have the pedals fixed and plugged without any second thought.

Since the beginning, we have been using Ric's Pedalboards, handmade in New Brunswick (Canada) and we love them. We have 3 and this is the "Made for testing" that Guillaume had made last year.

Search for Ric's Pedalboard on Facebook!



WHAT'S NEW ?

WE WILL BE RELEASING A NEW BLIND DESIGN. AT \$100. PRICE WILL JUMP TO \$130 CAD ONCE REVEALED. WILL YOU DARE?

Last time we had a blind release was for the Bloup!. We love those because we get to experiment with colours, and once we are set, we reduce it and limit our range to 2 or 3.

This time, it's not a new pedal, we had the prototype released a long time ago, Lab 37, in May 2021. This is a phaser, a pedal we have in very limited quantity, only three models.

We'll make a limited quantity available, only 16, and you won't have the option to choose the colour, it's our call! The custom colour option won't be accessible with it, if someone does it, we'll have to refund!

BLIND SALE

Don't pick
the design
or color!