



When Gary Holt asked for a Stereo PdeQ, it was the perfect opportunity to make it special.

Prof. Pinotte



This is 2024

Starting a new year is nothing but a number that gets a little bigger, we know. However, the beginning of a new year is a great opportunity to reflect on what went well, what got weird and what completely went wrong the year before, to ensure not doing the same mistakes twice.

In 2023, we introduced a review feature to our shop. At first, it was scary, but it turned out great. Every time I want to modify or add something to our website, I have a phase of pure mental chaos, where I think everything will go wrong and ruin my life. As you see, I can be dramatic. Our reviews are great, and we are now happy that customer can count on their peers to make their opinion on our products.

Another new feature of 2023 was the UV printing for the designs. It was terrifying for me because I was thinking about my purpose in the future. If all designs consist of attaching a file to an order, will I run

out of things to do? Will I be outdated? It might be similar to the fear of AI, I guess. Turned out there is a lot to do before I become useless. I do a lot less cutting and decorating and yet, I don't have enough time to produce visual and online content.

The PdeQ was one of the first UV printed project, especially the side

2023 was the year of the PdeQ. It was, by far, our all-time best seller.

with the name, because the lettering was a real pain to trim and manage. We then went one step further and created a stereo PdeQ inspired by Gary Holt's colours. The result turned out so well we also made the single one with the same design.



Who is Emilie, other than the mind behind the PP News?

Emilie isn't just the creator of Prof. Pinotte, she is also a mother of 8 chickens, including one illegal but how so magnificent rooster called Koochoo (derived from the Persian word "small"), one great cat called Tiffany, or Touf, or "she who sometimes-gets out of the litter so quick that pooplets follow", and two boys, one teenager with enormous spatula-like feet, and a smaller one who is smaller only because he is younger.

Emilie Harvey
Graphic designer and grilled-cheese maker at GUP Tech.



What is GUP Tech ?



Contact Us

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Why Pedals ?



Guillaume (Guee-Yome) , like myself, is easily bored in general. Because of that, he has been opening up his gear, pedals, amps and guitars, for a while. At some point, he thought "building pedals can't be that hard" and he bought parts and did just that. It escalated quickly and here we are, four and a half years later, with over 6500 pedals built.

He decides what he wants to try, I decide what it should look like, and be named. Sometimes it rocks, sometimes it flops.

Guillaume also modifies Fender combo amps (Pro Jr and Blues Jr) and performs guitar setups. Lately, he bought some bass necks with broken truss rods and decided to fix them. It never stops, does it?

To be honest, he just likes gear and want to justify his addiction, so we sell pedals and the whole thing makes sense, right? It is not as easy to explain as it looks though, especially to aunts and grandmas.

Who Are We ?

If you have been following the journey for a moment, you might now that, already, but many people don't, and some things must be said.

Size Matters

For us, it is obvious that we are a (very) small business. Others think we have a mass production, that we are wealthy and lazy, and that it's a shame we don't give away pedals for their 251-follower YouTube channel. Spoiler alert, nope.

We are two individuals working from our semi-detached basement, Guillaume being the founder and customer service human-robot, myself Emilie caring about the visual and website, with help from Guillaume's brother Samuel who designs the electronic boards and performs much of the assembly, plus my two sons who do some other tasks, such as assembling boxes and packing. That makes a total of five people. That's smaller than our chicken flock.

Our Mission

Our mission isn't to become the world's biggest pedal builder, of course, we already have pedal parts, amps, shipping boxes and lots of guitar in our bedroom, wardrobes and in every storage room. However, we definitely aim to offer a good experience and great service. We are :

- Committed to helping guitar and bass enthusiasts and even pro musicians to find their tone, and not compromise their rent.
- Committed to offer a high quality product, assembled and tested by real humans (probably in the close family, even).
- Available to answer your questions quickly and in a way that is helpful, whatever your knowledge of music.
- Committed to being funny, authentic, human, honest and professional, all together.