
**Announcing the renewal of the KTS online shop for titanium parts for guitar and bass
- Strengthening direct connection with users by promoting D2C business -**

<https://www.k-t-s.com>



KTS Musical Products, Inc. (Location: Saitama, Japan, President: Hiroshi Masuda), a manufacturer and distributor of titanium parts for guitars and basses, announces the renewal of its official website on June 1, 2021, using Shopify, the world's preferred multi-channel commerce platform, to promote its D2C business.

【The three points of the renewal】

1: While the COVID disaster has weakened people-to-people ties, we will promote our D2C business and strengthen direct connections with users, starting with the renewal of our official website.

In order to ensure that customers can do business with us safely, even when purchasing musical parts such as titanium saddles, we will strengthen the communication of user-oriented information and provide customer support in cooperation with various social networking services.

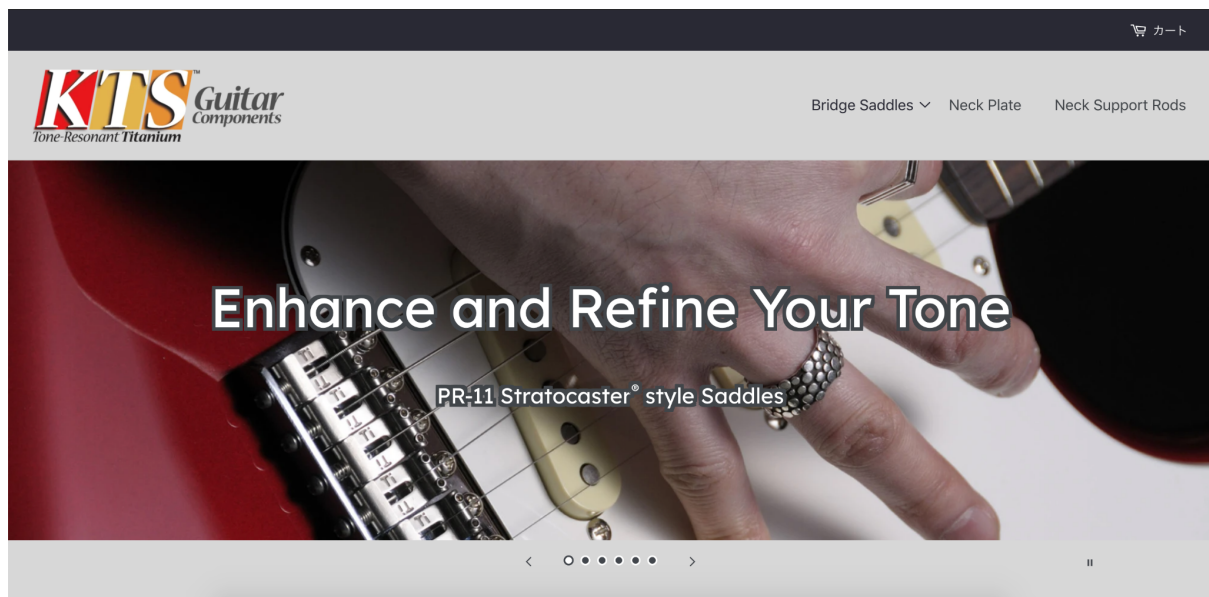
2: Utilizing Shopify, the world's preferred multi-channel commerce platform, we provide a smooth purchasing experience.

By using Shopify, a cloud-based e-commerce website management tool, it has become easier to constantly improve the website for a more comfortable purchasing experience. In addition, it is expected to greatly improve customer convenience by providing various contents through the website blog, etc., and multi-channel sales and customer support in conjunction with social networking services.

3: Utilizing Shopify, a strong cross-border e-commerce platform, we will promote sales to the entire world.

KTS titanium parts are highly evaluated by guitarists and bassists all over the world and have been loved by them for a long time. For KTS, business with overseas customers is just as important as business with domestic customers. By using Shopify, which supports multiple languages and currencies and has particular strengths in cross-border e-commerce, we hope to further strengthen our ties with users around the world and deliver KTS products to people all over the world.

【Description of Service】



(<https://www.k-t-s.com>)

In addition to our regular lineup of bridge saddles, neck plates, and other parts that have already been popular, our official e-commerce site will allow you to directly purchase limited edition parts that are not available at general music stores or online stores. We will also start selling neck support rods in small lots to the general public, which are currently available only to manufacturers and builders.

【About KTS Musical Products, Inc.】

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Business activities: Manufacture and sales of titanium parts for guitars and basses