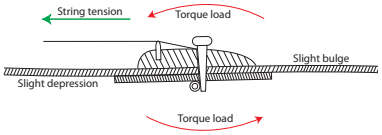
GUITAR

The secret to a balanced guitar…

A paradigm shift in string design that provides compensated torque for balanced tone and feel.

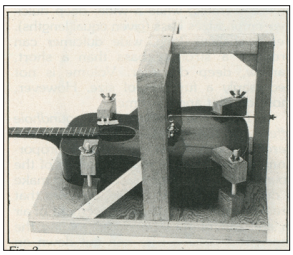
On an acoustic guitar, the soundboard is torqued forward by the tension of the strings pulling at the bridge, which causes the soundboard to twist.



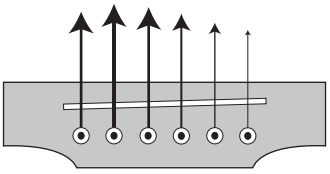
The strings' tension (green arrow) forces the bridge to twist on its axis, loading the soundboard and causing it to rock forward.

This twisting force creates a slight bulge in the soundboard behind the bridge and a slight hollow in front of the bridge; an indication that the soundboard is loaded and ready to respond to any change in the strings' tension. As the strings are played, the change in tensions forces the bridge to rock back and forth on its axis which, in turn, enables the soundboard to create a pumping action that produces sound.

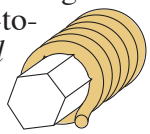
In 1974, Roger Siminoff proved this in tests that secured a guitar in a fixture to arrest the bridge's motion in both a lateral and longitudinal axis. The tests proved that the twisting of the bridge was paramount to how the soundboard functioned. It was evident from the tests that controlling the tension and torque load of each string was vital to producing balanced tone, sustain, and feel. Now, 40 years later, these tests became the backbone of our efforts to develop the ultimate guitar strings.



We learned from these and other tests that the tension relationship of each string to its neighboring string is critically important. If, for example, a string that produces a tension of 15 pounds is surrounded by strings producing 20 pounds, the 15 pound string will be unable to overcome its powerful neighbors to drive the bridge with equal energy and sustain.



The result of the tests created a paradigm shift in guitar string design with carefully engineered core-to-wrap wire gauges derived from *compensated* torque loads plotted on a bell-shaped curve for optimum balance, tone, and feel.



We call them **Straight Up Strings** and we know you'll like them!

Straight Up Strings for guitar, engineered with compensated torque for optimum balance and feel.

…every note of every chord

Specifications:

Guitar, light, #2700-L (ideal for finger picking and light fretting feel, light-bodied guitars)
• Gauges: .011″ .015″ .0215″ .030″ .042″ .0525″ • Torque loads*: *E* 15.0 *B* 17.6 *G* 20.6 *D* 22.8 *A* 21.9 *E* 21.0 • Total torque*: 118.9 inch pounds
• Total longitudinal tension: 138.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

Guitar, medium, #2700-M (for finger and flat picking, medium fretting feel, medium-bodied and dreadnaught guitars)
• Gauges: .012″ .016″ .0215″ .030″ .044″ .0535″ • Torque loads*: *E* 17.2 *B* 19.3 *G* 20.6 *D* 22.8 *A* 24.0 *E* 21.9 • Total torque*: 125.9 inch pounds
• Total longitudinal tension: 146.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

Guitar, heavy, #2700-H (perfect for a driving flat-picking style, ideal for dreadnaught-sized guitars)
• Gauges: .013″ .0165″ .0235″ .034″ .045″ .0555″ • Torque loads*: *E* 19.3 *B* 22.8 *G* 24.5 *D* 25.8 *A* 27.9 *E* 23.6 • Total torque*: 143.9 inch pounds
• Total longitudinal tension: 167.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

Guitar, heavy, #2700-HB (enhanced bass, a super partner for guitars with rosewood sides and backboard)
• Gauges: .013″ .0185″ .026″ .035″ .0465″ .0565″ • Torque loads*: *E* 19.3 *B* 24.6 *G* 30.5 *D* 29.8 *A* 28.7 *E* 24.8 • Total torque*: 157.7 inch pounds
• Total longitudinal tension: 182.5 pounds • *E* and *B* plain, *G, D, A,* and *E* wound with phosphor bronze

*Torque loads measured at a 7/16″ saddle height, and compensated on a proprietary bell-shaped curve.

Manufactured and packaged: U.S.A. • Dealer inquiries invited.

Rev: 7/28/21

STRAIGHT UP STRINGS • PO Box 2992 • Atascadero, CA 93423 • www.straightupstrings.com • 805.801.8750