

BREEDLOVE EXOTIC TONEWOODS

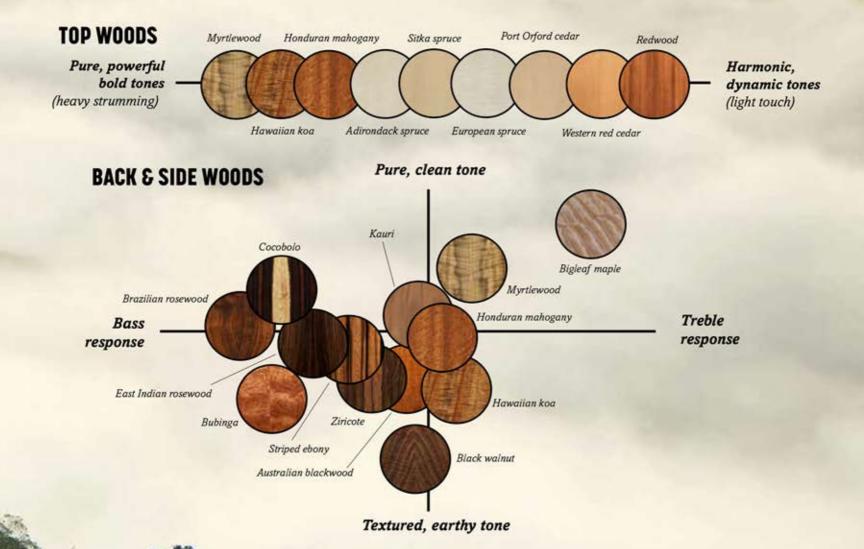
Optimizing the sound of sustainability

For decades, the spruce family has served as the dominate top wood on acoustic guitars. Rosewood and mahogany, the most popular back and side woods. Guitar builders are familiar with the characteristics of these traditional tonewoods and define building specification dimensions accordingly. But with Breedlove's breakthrough Sound Optimization™ process, we're able to benefit from the variability of the world's exotic tonewoods. The result: a broader palate of sound nuance and stunning instrument designs.

The Tonewood Certification Program

As demand on our world's forests and environment grow, it is critical we build guitars using sustainable sourcing. We never use tonewood from clear-cut trees. Traveling throughout the world we go to the forests and work with local families and mills whenever possible. Learn more at Breedloveguitars.com

APPLYING BREEDLOVE'S SOUND OPTIMIZATION PROCESS TO MAXIMIZE THE TONAL NUANCE OF TONEWOODS



THE BREEDLOVE CUSTOM SHOP

Visit us, and design your very own Breedlove gutiar

Over the years Breedlove has collected one of the world's finest assortment of exotic tonewoods. As we sort through them, we select the most magnificent sets and house them in our Exotic Wood Room in our Breedlove Custom Shop. Breedlove Distinctive Dealers and consumers, you are invited to visit us in Bend, Oregon and personally select your own top and back, your choices for inlays and binding, your neck wood and fret board. It is an experience of a lifetime.

During your visit you will learn all about how we source our woods to protect the world's forests. We will walk you through the musical differences in the various wood species and how we individually analyze each tonewood set to achieve its maximum music potential. You will meet the master craftsmen who will handcraft your personal guitar. And you will feel a part of the happy Breedlove family by the time you return home to await the delivery of your own personal custom Breedlove instrument.







CUSTOM MASTERCLASS BUILD-TO-ORDER PROGRAM

For the first time ever, Breedlove is offering the Custom Masterclass Build-to-Order Program. You select the body style, tonewoods and aesthetics - designing a Masterclass which is distinctly you. The palate of woods are yours to choose − each will be Sound Optimized ™ and Hand Voiced to give you superior sound, balanced tone, and an instrument you will cherish for a lifetime.

Handcrafted by our finest Master Craftsmen, your Breedlove Masterclass will be a one-of-a-kind guitar − Your Breedlove!

Please contact your local Breedlove Distinctive Dealer to begin this process.





LEGACY SERIES

Exotic Tonewoods - Optimizing Sound for Your Music

The team at Breedlove are woodworkers, musicians, and outdoor enthusiasts that want to get the most out of every day. The opportunity to craft three special guitars with every attention to detail in sound, feel and artistry is a gift more than a job...knowing that every piece of wood is unique and that how they are coupled determines every nuance in sound and tone. The exotic tonewoods have been carefully chosen for each of the three body shapes. Each Legacy is equipped with factory installed LR Baggs Anthem TRU-Mic electronics and a deluxe Breedlove hardshell case.

Legacy Concerto E Adirondack Spruce - Koa



To call this guitar a masterpiece is not an exaggeration. The power of Adirondack with the warmth of koa results in a comforting sound that surrounds your playing in full, rich music. The Concerto body shape is designed to maintain the sound energy in the lower air chamber longer, allowing the overtones to blossom. You will hear the projection of a big body guitar, but not the percussive quick dampening of typical dreadnoughts.

Legacy Concert CE

Redwood - East Indian Rosewood



This is the iconic Breedlove: The Concert body shape with the note-for-note clarity and warmth of salvaged redwood, paired with the robust bass projection of East Indian rosewood. A classic fingerstyle guitar with a thin neck profile for playing ease. This model has set Breedlove apart from all other fingerstyle instruments, built with the Breedlove Bridge Truss for over two decades, delivering incredible balanced, clear, yet complex, tone.

Legacy Concertina E Sitka Spruce - Cocobolo

NEW PRODUCT



After much research into a smaller body guitar shape, the Legacy Concertina is our pride and joy. It sparkles with surprising sound. With 12-frets to the body, the action begs to be played with enthusiasm. Our Sound OptimizationTM process enables us to sand our densest hard wood, cocobolo, to a thinness that delivers amazing power and depth. The salvaged Sitka spruce top is fine tuned to give a deflection that brings this Concertina to life. Comfortable to play, a joy to hear, and beautiful to look at.



In 2016 new regulations restricting the commercial trade in products containing rosewood were formalized among 183 nations participating in the CITES Convention. But you need not be concerned with your Breedlove. We are thorough in our sustainable wood sourcing, chain of custody management and record keeping. An exclusion was agreed upon allowing musicians to travel with their musical instrument with less than 22 pounds of rosewood content (the largest Premier weighs less than five pounds in total) may travel the world freely without restriction. Should you ever want to sell your Premier internationally, you will need a permit, which we can assist you with.

Premier Concerto Copper CE

Sitka Spruce - East Indian Rosewood

NEW PRODUCT



If you are looking for big lush sound with profound bass projection, this is the guitar. With the Concerto body design you will hear more volume and more overtones than the traditional dreadnought, and you can push it as hard as you wish with your strumming. With our Sound Optimization™, we have achieved a fundamental resonance similar to the prewar dreadnoughts, but with greater tonal complexity. The new cutaway design gives easier access to the upper frets.

Premier Concert Copper CE

Sitka Spruce - East Indian Rosewood

NEW PRODUCT



Our most popular Premier, the Concert cutaway is a dream to play. Versatile in its capabilities, we call it our universal guitar, as it delivers rich sound whether played fingerstyle or strummed. The medium size air chamber still produces pronounced bass with its rosewood back. It projects volume with its Sound Optimized Sitka spruce tops. The Premier Concert is an amazing value when compared for sound, feel, playing comfort and aesthetic appointments.

Premier Concertina Copper E

Sitka Spruce - East Indian Rosewood

NEW PRODUCT



This new spunky guitar delivers a surprisingly alive sound. The smaller body with pronounced waist is so comfortable to hold. Using our Sound OptimizationTM process, we have found just the right frequency separation between the top and back on the thinner body. With the shorter neck – 12 frets to the body – it has a string tension that make it a joy to play, especially when performing the blues and playing with finger picks.





FRONTIER SERIES

All Mahogany for Warm Ensemble Sound

There is something magical when the same woods from the same forest are used throughout an instrument — especially when it is Honduran mahogany. With a substantially higher density than spruce, we are able to sand the mahogany tops to a thinness that really drives the sound, facilitating plush overtones that mingle with increased instrument projection. Known for its midrange warmth, these all mahogany guitars fit comfortably in an ensemble of other stringed instruments and provides ideal accompaniment for vocals. Our mahogany is individually harvested in the Mayan Biosphere by a conservation cooperative practicing sustainable forestry. Handcrafted in Bend, Oregon. Each Frontier is factory equipped with LR Baggs EAS VTC electronics and comes with a deluxe Breedlove hardshell case.

Frontier Concert E Mahogany - Mahogany



The warm mid-range of the all mahogany Frontier Concert make it ideal vocal accompaniment. With our Sound Optimization™ we have matched the mahogany tonewood sets to maximize the development of overtones, enabling each note to blossom, like engaging the sustain pedal on a piano.

Frontier Concerto E Mahogany - Mahogany



Filling the room as though it were surround sound, the Frontier
Concerto is the most popular
Frontier model. The deep body design is warm and plush in its tone.
Sound Optimization™ allows us to achieve just the right frequency separation by sanding the tops much thinner than the backs. You will fall in love with the Frontier Concerto from the very first strum.

Frontier Concerting E Mahogany - Mahogany



This little beauty is going to be one of our most popular Breedloves.
All mahogany parlor guitars have been appreciated for decades. The Frontier Concertina new body shape and Sound Optimization™ design take the sound of this small body instrument to a whole new level. This is a warm, loud, fun to play guitar.

NEW PRODUCT



Oregon Concert 12-String E

Myrtlewood - Myrtlewood



12-strings fill the room with rich sound. This all myrtlewood body does it with power and tonal balance. This guitar has been totally engineered with the asymmetrical headstock equalizing string tension, the Delta pinless bridge facilitating easier string changes, and the Breedlove Bridge Truss re-enforcing the top so there is no need to tune this 12-string down to a "D". You will find bar chords far easier to play. Your music will sound better.

Oregon Concert E & Bourbon Concert E

Myrtlewood - Myrtlewood



Voted the Acoustic Guitar of the Year in 2016 by MMR magazine dealers, this is one of the finest universal guitars we craft. It is comfortable to hold, easy to play and full of well balanced, outspoken sound. The Oregon Concert makes choosing between rosewood and mahogany obsolete – you get them both with this all myrtlewood body. Breedlove has moved tone and sound beyond the old traditional paradigms and added a new level of sound projection. Available in Natural and Bourbon finishes.

Oregon Concerto E Myrtlewood - Myrtlewood



Nominated for Acoustic Guitar of the Year in 2017 by MMR magazine dealers, this is our number one selling Concerto. The big, lush sound that emanates from this larger sound chamber is truly amazing. Every top is sanded to a target deflection, every back to the weight that is the ideal frequency separation from the top. After bracing, the tops and backs are hand voiced. And at final inspection our Sound Quality Assurance manager confirms the sound or we go inside the guitar for further fine-tune voicing. This guitar speaks volume!

Oregon Concertina E

Myrtlewood - Myrtlewood



NEW PRODUCT

A bigger, bolder sound than traditional parlors, this new body shape is exclusively Breedlove. It has the pronounced waist and thinner body for playing comfort. With our Sound OptimizationTM technology applied to the power of the all myrtlewood body, we have designed a delightful small body instrument that is a joy to play and will make your music sound fantastic.



OREGON SERIES

Sitka Spruce - Myrtlewood

Marrying Sitka Spruce with Myrtlewood

By far the most commonly used top wood, Sitka spruce has an exceptional strength to weight ratio. Growing in southeast Alaska's temperate rainforest, it grows less than six inches a year, fighting its way through the dense oldgrowth forests. Growing straight and up to 300 feet tall, the age of the trees used by Breedlove are 4-600 years old. We never harvest one of these magnificent trees, but work with Alaska Specialty Woods to salvage blown down, dead trees from the forest floor. Coupling old-growth Sitka with the gnarly Myrtlewood results in instruments that have far surpassed traditional guitars in sound. Hand Crafted in Bend, Oregon. Each Oregon is factory equipped with LR Baggs EAS VTC electronics and comes with a deluxe Breedlove hardshell case.

Oregon Concerto CE & Concerto E

Sitka Spruce - Myrtlewood

NEW PRODUCT



Available in cutaway and full body, the Oregon Concerto delivers the big, lush, full body sound of all Concertos, with the power of Sitka spruce. You will not find a vintage or current guitar in this price range with this big a balanced sound. It just takes a few strums and picking the strings to appreciate what Sound OptimizationTM has accomplished with these magnificent guitars.

Oregon Concert CE & Concert E

Sitka Spruce - Myrtlewood



Voted the Acoustic Guitar of the Year in 2015 by MMR magazine dealers, this Oregon Concert initiated the three-year run of Oregon instruments being recognized for their tradition breaking sound, playability and refined design. Available as a cutaway and full body, this guitar is the icon of Breedlove, played by more Breedlove musicians than any other USA handcrafted Breedlove.

Oregon Concertina E Sitka Spruce - Myrtlewood

NEW PRODUCT



This smaller body guitar delivers similar high energy sound as the other Oregon's. As a 12 fret to the body, it has an action that makes it fun to play. And with the bridge positioned in the center of the lower bout, the modes deliver the overtones with surprising warmness. You will not want to set this Concertina down.



USA Concert Moon Light E

Sitka Spruce - Mahogany



Crafted with salvaged Sitka spruce and genuine Honduran mahogany, one-piece thin neck profile, ultra-thin finish, and LR Baggs electronics, these concerts deliver amazing, alive sound.

USA Concert Fire Light E Mahogany - Mahogany



All genuine Honduran mahogany guitars with the tops, backs, sides and necks coming from the same forest in the Mayan Biosphere in Guatemala. The warm tone of all mahogany is amplified by the light weight, huge sound that emanates from these USA Concerts.

USA Concert Sun Light E

Sitka Spruce - Mahogany

NEW PRODUCT



Crafted with salvaged Sitka spruce and genuine Honduran mahogany, one-piece thin neck profile, ultra-thin finish, and LR Baggs electronics, these concerts deliver amazing, alive sound.

USA Concert Day Light E Mahogany - Mahogany

NEW PRODUCT



All genuine Honduran mahogany guitars with the tops, backs, sides and necks coming from the same forest in the Mayan Biosphere in Guatemala. The warm tone of all mahogany is amplified by the light weight, huge sound that emanates from these USA Concerts.



Stage Exotic Concert CE

Sitka Spruce - Ziricote



Ziricote is similar to Brazilian rosewood in density and appearance, growing in southern Mexico and Central America. It's beautiful appearance has been enhanced with fresh appointments, African ebony fretboards and bridges, and upgraded LR Baggs EAS VTC, eliminating the previous shoulder mounted electronics.

CE

Stage Concerto E Mahogany - Mahogany

NEW PRODUCT



All solid mahogany, this new
Stage Concerto delivers warm,
lush, unmatched big sound for a
performance guitar of this value.
This is the most affordable Concerto
available from Breedlove. With an
African ebony fretboard and bridge,
and LR Baggs EAS VTC electronics,
every attention to sound detail
and stage appearance have been
included.

Stage Exotic Concert CE Sitka Spruce - Myrtlewood



Grown on Oregon's Pacific coast, the all solid myrtlewood gives this Concert beautifully balanced tone. The best value of any performance guitar, this instrument is designed for the working musician with every detail focused on sound!

Stage Concert E

Mahogany - Mahogany

NEW PRODUCT



Comfort with universal playability is offered in this all solid mahogany Stage Concert. Whether performed through a microphone or LR Baggs EAS VTC electronics, the warm mid-range tone of mahogany makes this guitar excellent for vocal accompaniment.





SOLO SERIES

Specialty Instruments Designed for Singer/Songwriters

Designed to personalize your playing experience, each Solo guitar has a Side Monitor Soundhole that virtually puts your ears in the audience while you play, without diminishing the forward sound projection of your music. The Solo removes the frustration of not being able to hear your playing. We have chosen warm, solid red cedar sound for the tops. We have upgraded to African ovangkol and ebony, replacing Indian rosewood used previously. Ovangkol grows in tropical west Africa and has a similar specific gravity (density) to Indian rosewood. African ebony is a far superior fretboard and bridge material. The Solo Series includes a full assortment of instruments. The Breedlove Bridge Truss in combination with the red cedar tops enables each of these instruments to produce warm, blossoming complex notes, facilitating songwriting and performing. Each instrument is factory equipped with LR Baggs EAS VTC electronics and a deluxe thick padded gigbag.

Solo Concert Nylon CE

Red Cedar - Ovangkol

NEW PRODUCT

NEW PRODUCT



Breedlove's popular Solo Concert delivers your music right to your ear, with the Side Monitor Soundhole. The warmth of red cedar and the bass emphasis of ovangkol produce warm note-for-note clarity and balanced sound. Whether composing on a noisy tour bus or needing to hear your playing on the stage, the Solo Concert allows you to be more connected to your music.



It can be challenging to hear the soft-spoken sound of nylon stringed guitars. The Solo Side Monitor Soundhole brings the warm red cedar sound right to your ear. With a neck width of 17/8th inch, the Solo Nylon is a more comfortable crossover instrument to play, than a traditional classical guitar. (No bridge truss on this model).

Solo Concert 12-String CE Red Cedar - Ovangkol

NEW PRODUCT



Breedlove specializes in 12-string guitar design. The asymmetrical headstock allows all 12 strings to approach the nut straight on. The comfortable 1 7/8th inch neck facilitates bar chords. The Delta pinless bridge makes it far easier to change strings. The Breedlove Bridge Truss compensates for heightened string tension making it unnecessary to use "D" tuning. The red cedar and ovangkol fill the room with a curtain of sound.

Solo Jumbo Bass CE & Fretless Bass CE

Red Cedar - Ovangkol





Bass players set the cadence for the entire band, but it can be hard for them to hear their music. The Side Monitor Soundhole solves this challenge. With a 34-inch scale length and jumbo body shape, the Solo acoustic bass delivers warm and bold sound. It is available with and without frets.



Exotics, this cutaway guitar is stunning with a solid koa top and laminate koa back and sides. Grown in Hawaii, koa produces a warm comforting sound. For 2018 we have upgraded the fretboard and bridge to ebony and the electronics to LR Baggs EAS. This is the most stunning looking Pursuit Exotic.

One of the most popular Pursuit

Pursuit Exotic Concert E Sitka Spruce - Koa

The power of a solid Sitka spruce top is paired with a laminate koa back and sides. The only non-cutaway in this series. With a mid-range similar to mahogany, you will hear warm accompaniment music from this amazingly value priced guitar.

PURSUIT EXOTIC SERIES

Exotic Tonewoods to Compliment Your Music

Offering Breedlove's popular Concert body shape in six different exotic tonewoods. Every tree species has its own musical nuance. For example, koa is warm, ebony is bolder, ziricote exaggerates the bass tones, Australian blackwood has a rich sound, and myrtlewood is high energy with balance. The Breedlove Bridge Truss gives extra sustain for greater overtone enrichment and blossoming notes. Each of the six models has an African ebony fretboard and bridge. Factory equipped with LR Baggs EAS electronics and a Breedlove gigbag.

Pursuit Exotic Concert CE Sitka Spruce – Myrtlewood



Grown in southern Mexico, the beauty of ziricote tonewood is match by the richness of sound that emanates from this special guitar. You will never find a ziricote instrument anywhere near the value of this surprising instrument that produces profound bass. With the addition of an ebony fretboard, the sound is even bigger.



The best seller of all the Pursuit
Exotics, this guitar represents
the amazing tonal balance of
myrtlewood, Breedlove's favorite
Oregon tonewood for back and
sides. With the powerful Sitka spruce
top, this guitar is alive with sound
and feel. There is no longer a need
to choose between rosewood and
mahogany, myrtlewood covers the
entire range.

Pursuit Exotic Concert CE

Engelmann Spruce – Striped Ebony



A very dynamic guitar, the greater deflection of Engelmann spruce coupled with the dense striped ebony has created a guitar that can be played softer to the touch, yet deliver a profound bass. The unusual wood combination has created a delightful instrument that has proven to be very popular.

Pursuit Exotic Concert Sunburst CE Sitka Spruce – Australian Blackwood



In many musical characteristics, Australian Blackwood is similar to Hawaiian Koa. It generates warm, balanced sound. The most affordable of all of the Pursuit Exotics, there is no guitar from any company that compares in value to this special instrument. Ebony fretboard and bridge and LR Baggs EAS electronics are significant upgrades.



We set out to design a collection of all acoustic stringed instruments that meet the needs of your first, second...even third pursuit. Six string, nylon, 12-string and bass – dreadnought, concert and parlor. All built with solid wood tops and features that deliver fantastic sound and playability. With new upgraded factory installed LR Baggs EAS electronics. Every guitar is 100% set-up and quality checked in Bend, Oregon with a Limited Lifetime Warranty. A gigbag is included.

This popular guitar gives the warmth and tonal color of an all mahogany guitar. Like the universal playability of all Breedlove Concerts, the solid mahogany top invites enthusiastic strumming as well as note-by-note fingerstyle play. The Breedlove Bridge Truss adds durability and enhances tonal complexity for beautiful sound.



Pursuit Dreadnought E Mahogany - Mahogany



Breedlove's best-selling guitar. It sounds warm and beautiful with a solid red cedar top and mahogany back. The Breedlove Bridge Truss facilitates overtones enabling richer more complex sound. It is easy to play with a 1 11/16-inch radiused neck. It has premium LR Baggs EAS electronics. The cutaway body gives full access to all 20 frets. It is comfortable to hold and terrific to play. It also comes Left Handed at the same price.



For a bigger sound, we offer a dreadnought with an all mahogany body. When looking for a strumming instrument this is the ideal choice. The larger air chamber gives more volume, projecting the sound.

Pursuit Parlor E

Mahogany - Mahogany



When looking for a more intimate instrument, the Pursuit parlor is ideal. It is so comfortable to hold and the warm and balanced sound will make your music feel like it is a part of you.

Pursuit Concert 12-String CE Sitka Spruce – Mahogany



Typically, a 12-string is a second instrument. This is the perfect choice. It is affordable, yet still rich in sound and easy to play. It has a 1 7/8th inch radiused neck. The asymmetrical headstock results in balanced string tension. The pinless Delta bridge makes string changes far easier. The Breedlove Bridge Truss reinforces the top making it unnecessary to lower the tuning to "D".

Pursuit Concert Nylon CE

Red Cedar - Mahogany



Our best-selling nylon stringed acoustic. This nylon concert is comfortable to play with its 1 7/8th inch radiused neck. The cutaway design gives access to all 20 frets. When amplified with the LR Baggs EAS it has a rich beautiful sound.

Pursuit Concert Bass CE Sitka Spruce - Mahogany



Breedlove's most affordable acoustic bass. This 32-inch scale length bass delivers surprising projection with its solid Sitka spruce top. The Breedlove Bridge Truss supports the top for aggressive play and profound sound projection.



Discovery Concert CE Sitka Spruce - Mahogany

These Discovery Concerts have universal playability, great sound and the body design is comfortable to hold. The 1 11/16th inch radiused neck make it easy to play. The cutaway design gives access to all twenty frets. The Fishman electronics let you plug in and join in with other players. These are exceptional first guitars, or a great second instrument for when you are out and about.

Discovery Dreadnought CE Sitka Spruce - Mahogany



For a bigger body sound we offer the Discovery Dreadnoughts. They bring all of the playing features of the Concerts in a larger size. With a greater air chamber dreadnoughts are louder and a little more percussive.

Discovery Concert Sunburst CE

Sitka Spruce - Mahogany



These Discovery Concerts have universal playability, great sound and the body design is comfortable to hold. The 1 11/16th inch radiused neck make it easy to play. The cutaway design gives access to all twenty frets. The Fishman electronics let you plug in and join in with other players. These are exceptional first guitars, or a great second instrument for when you are out and about.

Discovery Dreadnought Sunburst CE Sitka Spruce - Mahogany



For a bigger body sound we offer the Discovery Dreadnoughts. They bring all of the playing features of the Concerts in a larger size. With a greater air chamber dreadnoughts are louder and a little more percussive.



DISCOVERY SERIES

Breedlove's Most Affordable Acoustic Guitars

This is an ideal first guitar. Beginner-friendly design elements include a narrow nut width, radiused fretboard, thinner neck profile and Delta bridge for easy string changes. Crafted with Breedlove sound DNA, these instruments sound like guitars at three times the price. Every one is set-up and quality checked in Bend, Oregon and includes a Lifetime Warranty.

Discovery Concert Sitka Spruce - Mahogany



Breedlove's most popular body shape, these Concerts are ideal for entry-level players who want access to the renowned balance, clarity and sustain of a Breedlove guitar. The neck profiles are easy to learn on. The pinless Delta bridge make it easy to change strings. You will want to play as much as you can once you start on a Breedlove Concert.

Discovery Concert Sunburst

Sitka Spruce - Mahogany



Breedlove's most popular body shape, these Concerts are ideal for entry-level players who want access to the renowned balance, clarity and sustain of a Breedlove guitar. The neck profiles are easy to learn on. The pinless Delta bridge make it easy to change strings. You will want to play as much as you can once you start on a Breedlove Concert.

Discovery Dreadnought Sitka Spruce - Mahogany



These guitars are ideal for beginning players seeking a big, robust sound. The larger body shape moves more air, inviting heavier play. It has the same easy to play neck dimensions and design as the Concert models.

Discovery Concert Mahogany - Mahogany



The same popular Concert body shape with an all mahogany body for a warm, mid-range sound. The all mahogany body has been a popular guitar for decades.

Discovery Dreadnought Sunburst Sitka Spruce - Mahogany



These guitars are ideal for beginning players seeking a big, robust sound. The larger body shape moves more air, inviting heavier play. It has the same easy to play neck dimensions and design as the Concert models.





Crossover FF Natural & Sunburst

Sitka Spruce - Maple



Sitka Spruce - Maple



Crossover KF Natural & Sunburst

Sitka Spruce - Maple



Crossover KO Natural & Sunburst

Sitka Spruce - Maple



Crossover OF Natural & Violin Stain

Sitka Spruce - Maple



Crossover 00 Nautral & Violin Stain

Sitka Spruce - Maple



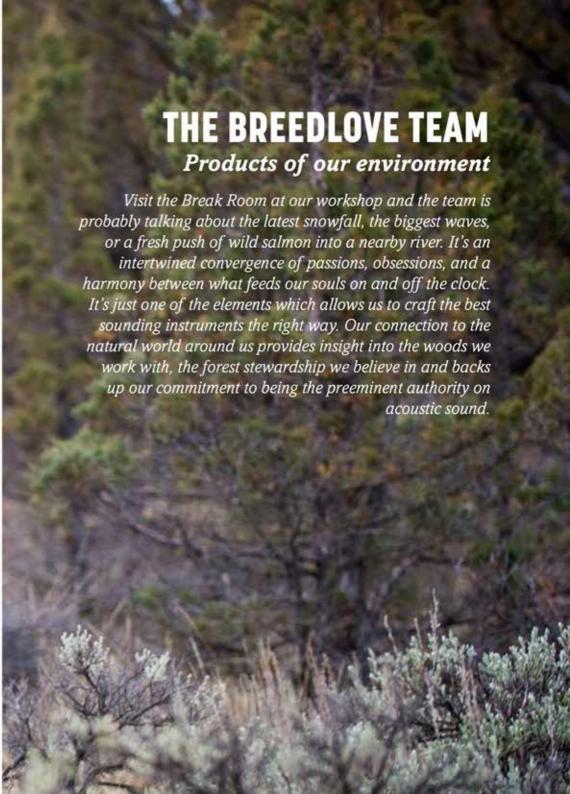




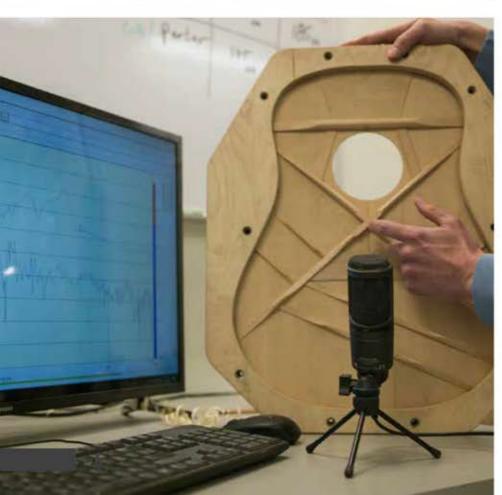












SOUND OPTIMIZATION TO

What it is and how we do it

Optimizing the sound of your music--thereby making you sound better, play better and enjoy playing more--is our goal. Explaining how we do this gets a little technical, a little nerdy – but here are the fundamental elements which contribute to Optimizing the Sound of Your Music.

The Elements of Sound Optimization ™

- 1. THE TONEWOOD CERTIFICATION PROJECT.
- 2. UNDERSTANDING VARIABILITY IN WOOD.
- 3. OPTIMIZING THE POTENTIAL IN TONEWOODS.
- 4. BREEDLOVE PROPRIETARY BODY SHAPES.

The benefit is simple

You will sound better, play better and play more on a Breedlove.

1. THE TONEWOOD CERTIFICATION PROJECT

As demand on our world's forests and environment grow, it is critical we build guitars using sustainable sourcing. We never use tonewood from clear-cut trees. Traveling throughout the world we go to the forests and work with local families and mills whenever possible. Sustainable sourcing is the right thing to do. You can play with the good feeling knowing your guitar was built in harmony with the natural world.

2. UNDERSTANDING VARIABILITY IN TONEWOOD

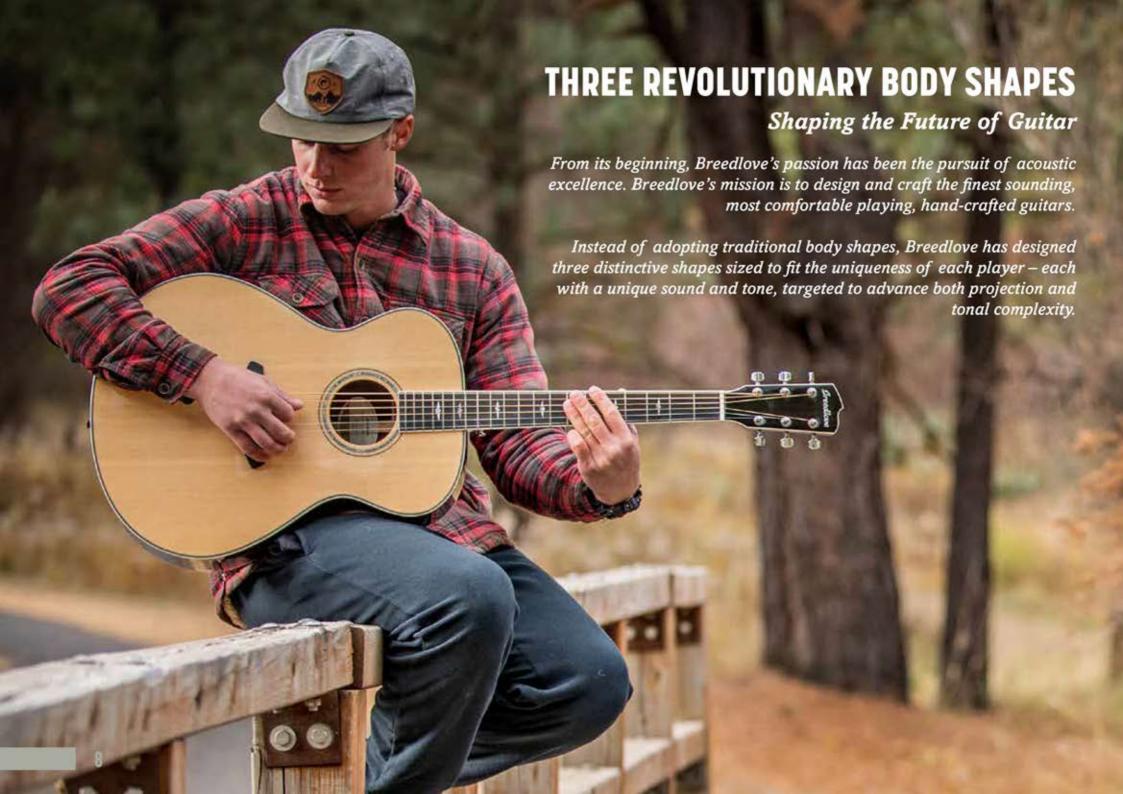
There's tremendous variability in a forest, from the top to the bottom of a tree, up to 30%. Every single piece of tonewood must be considered unique. Why does this matter? If this variability is not addressed, the modern acoustic guitar is not living up to its sound potential. The finest instrument builders in history understood tonewood variability. Iconic builders employed hand-tuning and voicing to shape and pair tonewoods capable of taking sound to the highest degree of perfection.

3. OPTIMIZING THE POTENTIAL IN TONEWOODS

If the hands which carved the greatest Stradivarius Violins strummed the guitar of today, they would ask, "Why isn't the modern guitar living up to its potential?" Our coveted Sound Optimization™ Process and hand voicing makes it possible to craft guitars which account for tonewood variability. The result is stunning sound and tone strummed from guitars that play so well, you just can't put them down.

4. SHAPING THE FUTURE OF GUITAR

At Breedlove, we design and craft the finest sounding, most comfortable playing, hand-crafted guitars. Instead of adopting traditional body shapes and following the status quo, we blaze our own trails - using our Sound Optimization™ process to create revolutionary new body shapes which are distinctly Breedlove.



The Concertina, new for 2018, is Breedlove's small body guitar, delivering a surprisingly clear, crisp, loud sound. It's 12-frets to the body design make it a joy to play. Extensive Sound Optimization™ engineering has resulted in a body shape that has a bigger sound and is more comfortable to play than a traditional parlor.

The Concert is Breedlove's original body design. The ideal size for most players with a universal sound chamber that is flexible in accommodating a broad range of playing styles, sounds and tones. Using Breedlove's Sound Optimization™ process, we engineer a broad palate of tonal nuance and playing versatility with Breedlove's most popular Concert body shape.

