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HANNABACH[®]
Saiten · Strings · Cordes

2009-03-26

HANNABACH GMBH: APPOINTMENT OF NEW USA DISTRIBUTOR

The Hannabach classical guitar string manufacturing company has the pleasure to announce the appointment of a new distributor for the United States of America:

Howard Core Company LLC in Anniston, Alabama.

Phone: 001 256 238 99 66

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info@howardcore.com

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There are many good reasons for this new partnership:

Both companies have a long family tradition in the music industry. Hannabach dates back to 1869 when the company was founded in Schönbach (now Luby) in the Czech Republic near the border of the German state of Saxony. Hannabach has manufactured strings since its inception and has over the years perfected the art of classical guitar string making. The company has managed to combine the history and traditional making processes with absolute unique and modern machines, high tech materials and highly skilled craftsmen to create the finest classical guitar strings available on the market today. Hannabach is based in Egglkofen in the German state of Bavaria and employs 35 people who are all geared to ensure that only perfectly made strings reach our customers.

Howard Core Company was founded in 1976 in New York and soon moved to Alabama where it has its home base. The company has a staff of 40 with highly trained musicians and classical and acoustical instrument experts who all follow one goal – to continue to provide the best service and the finest products available. With its traditional and classical customer base with over 1800 shops, music stores and luthiers, the company is the perfect distribution partner for Hannabach strings. Howard Core company places great emphasis on good customer service and has already acquired a huge inventory of Hannabach strings to ensure immediate and ready availability at all times.

Both companies are very excited about this new venture and are optimistic that the future cooperation will be to the advantage of all classical guitar players in the USA who place great emphasis on quality, sound and modern innovation through the use of Hannabach strings.

Reimer Götttsche
CEO
Hannabach GmbH