



**FOR IMMEDIATE RELEASE**

Mary Boyle, Global Marketing Communications, *Elixir* Strings  
[mboyle@wlgore.com](mailto:mboyle@wlgore.com)  
410-506-8027

***Elixir*® STRINGS ANNOUNCES IMPROVED & EXTENDED BASS RANGE**  
*Driven by player feedback from thousands of bass players*

**ELKTON, MD, May 4, 2015** - *Elixir* Strings ([www.elixirstrings.com](http://www.elixirstrings.com)) has unveiled its enhanced and extended line of strings for bass guitar. For their redesign, the string coating specialist worked closely with bass players around the world, taking extensive feedback from over 4,000 bassists on their requirements and involved more than 1,000 bass players in field trials to improve their protective NANOWEB® Coating. *Elixir* Strings is proud to introduce the resulting range of Nickel Plated Steel and Stainless Steel Strings, set to meet the evolving needs of modern bass players.

Justin Fogleman, Application Engineer at *Elixir* Strings, Berklee College of Music Alumni and guitar player himself adds: "Feedback from over a thousand bass players testing our NANOWEB Coating variations for bass guitar allowed us to get that particular string that adds enhancement to their playing experience. Having listened to the needs of more than 4,000 bass players, we recently decided to broaden our range in both Nickel Plated and Stainless Steel Strings. New and refined gauges and single strings give bassists a tool to find what really works well for them."

**Improved performance**

*Elixir* Strings' entire range of round wound bass strings benefits from a more enhanced NANOWEB Coating that provides greater durability and response during hard-hitting attacks and enhanced grip. By optimizing string tension profiles, flexibility and feel, *Elixir* Strings now deliver an enhanced playing experience to bassists.

**Extended range**

Responding to player feedback and requests, *Elixir* Strings has expanded its gauge offering with a Nickel Plated Steel 5-String set in Light/Medium as well as a Stainless Steel 4-string set in Medium and a 5-string set in Light/Medium, Long Scale, while revising the gauging of its Nickel Plated Steel 5-string set in Light to .045, .065, .085, .105 and .130. For extra flexibility *Elixir* Strings offers bass players a selection of Nickel Plated Steel and Stainless Steel 5th and 6th single strings to customize sets individually.

Great tone, long tone life, smooth, natural feel, reduced finger squeak, consistent performance - from gig to gig - all this is what bass players have come to expect from *Elixir* Strings for bass. Thanks to their unique coating technology, *Elixir* Strings retain their tone longer than any other bass string, uncoated or coated\*\*.

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Elixir Strings now offers more than 19 sets and single electric and acoustic bass strings. With improved performance and the addition of new 4- and 5-string sets, the bass line that modern players demand is here.

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#### Feedback from Nate Watts

"Elixir bass strings make my bass sound great. They are durable as heck and they have 'my' sound!"  
- Nate Watts.

To find out what other bass players and artists have to say about their playing experience with Elixir Strings, visit us on [www.elixirstrings.com](http://www.elixirstrings.com).



#### About Elixir Strings

Elixir Strings, the pioneer in coated string technology, is the only brand to coat the entire string. Both the outer string and the gaps between the windings are protected from debris that builds up, contaminating strings and killing tone. Elixir Strings are available in a full range of gauges for acoustic, electric and bass guitars, banjo and mandolin.

Today, Elixir Strings are installed as original equipment by a growing list of discerning electric guitar and bass manufacturers including Ibanez, Tom Anderson Guitarworks, iGuitar, Carvin and Melancon Guitars, as well as premium acoustic guitar luthiers such as Taylor Guitars, Lakewood Guitars, CA Guitars, Carvin and Goodall Guitars. Elixir Strings are endorsed by many popular artists such as Gus G., Eric Bibb, Nate Watts, Hadrien Feraud, Michael Mondesir and John Paul Jones.

Elixir Strings are manufactured by W. L. Gore & Associates, Inc. Gore is a technology-driven company, focused on discovery and product innovation. Well known for waterproof, breathable GORE-TEX® fabric, the company's portfolio includes everything from high-performance fabrics and implantable medical devices to industrial manufacturing components and aerospace electronics. Founded in 1958 and headquartered in Newark, Del., Gore posts annual sales of more than \$3 billion and employs more than 10,000 associates with manufacturing facilities in the United States, Germany, the United Kingdom, Japan and China, and sales offices around the world. Gore is one of a select few companies to appear on all of the U.S. "100 Best Companies to Work For" lists, including all 18 of the Fortune lists and three earlier books by the same name. The company also appears regularly on similar lists around the world. Learn more at [www.gore.com](http://www.gore.com).

\*Compared to original NANOWEB Coating \*\*Elixir Strings player survey

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