# New Furch Master's Choice Models – Let the Masters Inspire You

**Velké Němčice, the Czech Republic – 26 April 2019 – Furch Guitars (**[**Furch**](http://www.furchguitars.com)**), one of** **the** **world's leading manufacturers of premium quality guitars, is introducing the Master’s Choice, an exclusive line of five acoustic models that represent the very best the guitar maker's color series have to offer. The new models feature carefully fine-tuned specifications and come with state-of-the-art LR Baggs electronics.**

Last year, Furch Guitars introduced a new portfolio of premium acoustic guitars that comprises five lines of all-solid wood models and two lines of models featuring a combination of solid and layered woods. Each of these series was designated by a different color. The new Master’s Choice models are the flagships of the series. Unlike the standard models, Master’s Choice instruments are made to set specifications, such as the body shape, top and back tonewoods, and fingerboard width. Furch relied on both the master luthier's and the master musician's perspectives in determining these specifications.

*"The purpose of the new models is to help our customers better understand Furch's current portfolio and to make the process of choosing an instrument more convenient. The Master's Choice models offer a combination of the most sought-after parameters in* *each of our existing color series,"* explains Furch Guitars CEO Petr Furch.

Each of the new models is unique and features an exclusive combination of body shape, tonewoods, finish, and appointments. For example, the Red Master’s Choice model, which is designed for highly discriminating guitar players, offers master grade tonewoods, top and back acoustic voicing, striking unconventional appointments, and a resonance enhancing proprietary High-Gloss Finish. In contrast, the Blue Master's Choice models feature a combination of carefully selected woods,  High-Gloss Finish on the soundboard, and stylish, yet restrained, appointments.

The Master's Choice models come with state-of-the-art electronics. Blue and Green Master's Choice guitars are fitted with the LR Baggs Stagepro Element, a high-quality system that delivers excellent sound, includes a three-band equalizer, and allows easy battery replacement. Yellow, Orange, and Red Master's Choice guitars come with the LR Baggs Stagepro Anthem system that relies on the combination of a pickup and a microphone to produce highly authentic acoustic sound. Green, Yellow, Orange, and Red Master’s Choice instruments come with a heavy-duty Hiscox hardshell case that provides an excellent level of protection. The Blue Master’s Choice model comes with a first-class soft case featuring additional shell reinforcements in the walls.

The new Furch Master's Choice models will be available from Furch authorized dealers in July.

**About Furch Guitars**

Established in 1981, Furch Guitars (Furch) has worked its way up to become one of the world's leading manufacturers of all-solid-wood acoustic guitars and acoustic bass guitars. The company's production complex and head office are located in Velké Němčice near Brno, Czech Republic. Furch instruments combine the company's extensive know-how in building handmade guitars with state-of-the-art technologies, production processes, and proprietary innovations. Thanks to that, the company is able to bring to the market premium-quality musical instruments with outstanding acoustic properties and excellent design parameters. Covered by a three-year warranty, Furch guitars are sold in 32 countries on five continents. Furch employs over 60 luthiers and craftsmen and makes in excess of 8,000 instruments annually. Furch guitars are the preferred choice of such artists as Al di Meola, Suzanne Vega, Per Gessle, Glen Hansard, and Calum Graham. For additional information, visit [www.furchguitars.com](http://www.furchguitars.com).

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