# Furch Guitars Opens U.S. Head Office in Nashville

**Velké Němčice, 3 July 2019 – Furch Guitars (**[**Furch**](http://www.furchguitars.com/)**), one of** **the** **world's leading manufacturers of premium quality guitars, opened a new distribution and servicing center in Nashville, TN in July with a view to reinforcing its business operations on the American market. Until now, Furch has conducted business in the U.S. through an authorized distributor. However, the guitar maker believes that the new strategy will provide more options for brand positioning and for building strong partnerships with customers and business partners.**

Furch guitars have been available in the United States since 2003. Until now, distribution has been handled by the Canadian distributor of musical instruments, Stonebridge Guitars International. After nearly 16 years, Furch has decided to regain control, aiming to boost its position on the American market.

*"The U.S. market is the number one priority for us. Despite the good cooperation with our current business partner, we've now decided to take charge of the distribution of our instruments in America. Our goal is to strengthen considerably the presence of the Furch brand on the U.S. market. We want to convince customers in* *the U.S., the market for which our instruments are most typical, that our guitars are* *among the very best of what the world has to offer. We'll focus on improving distribution logistics and ensuring a* *better availability of our guitars,"* explained Furch Guitars CEO Petr Furch.

The first step toward achieving this goal will be the opening in July of a new distribution and servicing center in Nashville, from which the company will manage its operations throughout the United States. *"During the last three years, we've developed* *numerous key innovations and considerably increased our production capacity. Thanks to that, we* *will be able to respond flexibly to growing demand on the American market. Our new head office in Nashville will facilitate our partnerships with business partners, improve the availability of our guitars, and offer top-notch servicing,"* added Furch.

The Nashville head office will be managed by Marc Harris, a seasoned professional with extensive experience in the distribution and sale of musical instruments on the American market. The Furch distribution and servicing center is located at 1865 Air Lane Drive, Suite 19, Nashville, Tennessee.

In addition to the opening of its head office, Furch Guitars plans to use the time between now and the end of this year to enlarge its dealership network and provide dealers with better support. Furch currently sells guitars through 20 U.S. dealers, aiming to double this number in the upcoming months. One way of achieving this goal will be this year's summer NAMM, where dealers interested in partnering up with Furch can meet in person with the guitar maker's management, learn about the firm's philosophy and product lines, and negotiate the terms of a future partnership. Furch Guitars will be at Booth 1200.

**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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