

Flaxwood Guitars Receives Premier Guitar's Premier Gear Award

By Premier Guitar

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Environmentally-friendly guitar, the Flaxwood Liekki, has been awarded Premier Guitar's distinguished "Premier Gear Award"

Flaxwood Guitars, maker of environmentally-friendly guitars made of molded wood material that captures the warmth and resonance of traditional hardwoods, has captured a Premier Gear Award for the month of June with the Flaxwood Liekki.

The Premier Gear Award is an honor bestowed upon a piece of gear—whether guitar, amp, effect, or other gear— that has been extraordinary enough to impress the staff of Premier Guitar. Despite the high quality of all gear reviewed by Premier Guitar, only exemplary items earn the award.

The Flaxwood Liekki is a unique guitar made of particulate wood matter rather than large pieces of wood. "We're absolutely thrilled for the guitar to have been awarded the Premier Gear Award," says Rick Nelson, Director of Sales for North America. "We recognize the importance that it brings to the readership, and we're confident that it will bring these truly remarkable guitars to a much broader audience."

"I have played guitars many times the cost of these that can't touch them for playability, fit or finish," says Premier Guitar reviewer, Pat Smith. "The sound is good and versatile, and the neck is probably the best feeling neck I've ever had my hands on. I would encourage you to seek one out and try it for yourself; I am sure you will be as impressed as I am." Premier Guitar awarded the Liekki a rating of 5.0, the highest-possible rating. The full review can be accessed at: http://www.premierguitar.com/Magazine/Issue/2009/Jun/Flaxwood_Liekki_Electric_Guitar_Review.aspx.

"At Premier Guitar we want our reviews to focus on premier instruments and equipment for discerning gearheads, professional players and tone chasers, so we're always on the lookout for the best guitars and gear we can get our hands on," says Chris Burgess, Editor-in-Chief for Premier Guitar. "Occasionally, our reviewers come across something that positively distinguishes itself from the rest."

About Flaxwood:

Based in Finland, Flaxwood Guitars make a revolutionary new product, substituting wood-based material in place of the exotic tonewoods normally used in building instruments. This produces guitars that are virtually immune to moisture changes and sound like vintage instruments since the wood does not require decades to settle and become broken in. More information can be found online at <http://www.flaxwood.com>.

About Premier Guitar:

Offering guitarists a multimedia source for news, gear info and education/instruction, Premier Guitar is the media home for players who are serious about their tone. PG's gear-centric print magazine has a monthly circulation of 32,000 complemented by the industry's only complete, freely accessible online magazine (<http://digital.premierguitar.com>) that attracts more than 32,000 monthly visits; a Web site (www.premierguitar.com) that's the fastest-growing portal in the guitar industry with an average of more than 350,000 unique visitors consuming almost 10 million page views per month; and the market's leading interactive gear search service that attracts more than 200,000 monthly visitors. With nearly 50,000 pieces of gear, players can find, buy and sell gear on Gear Search (http://www.premierguitar.com/gear/gear_search.aspx). Published by Gearhead Communications, LLC, Premier

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