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About Indie:

The name 'Indie' comes from the word 'Independent'....

'Indie' was originally a name given to small independent record labels in the UK and then subsequently became a name given to the style of music played by 'cool' guitar influenced bands.

Indie or Independent ... meaning – separate and different from the rest, non-corporate, free of mind and free to express oneself as an individual.. Free to express an Independent attitude .. But without being categorised.

In musical terms Indie music is always changing and developing.. Always guitar based or influenced. ... Always fiercely Independent.

We at Indie manufacture our guitars and amplifiers with this same Independent belief. Our products are aimed at a musician who wants a 'quality' instrument that plays well, looks cool and is affordable. Our customer base is usually an Indie (Independent) type person... a musician or individual that is free of mind and chooses not to follow the masses! ... a guitarist with a bit of attitude!.

Indie Guitars was formed in the UK in 2002 by Keith Willis and Ian Carnell. ... Both had been playing and writing music for years and were both looking to start a new business 'with a meaning'... and the music industry (Guitars) was an obvious choice.

It was (& still is) important that we manufacture our own products. We always want to be an independent manufacturer that only manufactures Indie!,,, we never wanted to sub-contract. So we searched for, and found, a factory in South Korea. This factory had previously been manufacturing Guitars and Amplifiers for some 15 years, and for 'all' the major brand names.. That's how it was in Korea.

We had a common interest – the factory needed it's own Brand name and we needed a factory. We found that we shared some very strong core values about business, music and guitars... So we decided to invest into each other and form one company, and concentrate on spreading the Indie Brand worldwide.

So Indie has the Head Office in the UK and the Manufacturing Facilities in South Korea. We believe it is a perfect mix!.. The Musical creativity and design from the UK and the Manufacturing excellence from South Korea. We actually have four factories.... Electric Guitars – Acoustic Guitars, Amplifiers and a Separate guitar 'Pick-up' Factory. All Indie and fiercely independent.

We also look for and appoint Indie Country Distributors who have the same Independent values... the same feeling about the music industry! ...

The Indie family is growing steadily and we predict that Indie will be available from 30 plus countries within the next 2-3 years.

The Core ingredient - is that we all put the Musician first! .. The Music is the King! ... This ensures that every individual guitar or amplifier manufactured is very important. Guitars and Amps are not a business commodity,,(although we all need money to survive in business),, they are all important to the individual that ultimately owns, plays and loves them.

Our Electric Guitar range is focussed around the unique 'Indie Shape' Guitars. Designed as an original product by Indie.

The shape is based on two very famous guitars.. Both of which were very important to us as guitar players. We wanted to create what we believe is the best of both!...

The shape is small of body, has a very friendly and familiar 'shape', has a great body weight both for sound and comfort and is perfectly balanced. It is a guitar range that covers the spectrum.. So from entry level through to pro level... it all depends on the woods and style of pick-ups we use. But the basic guitar shape is always constant.. So all levels of musician feel the benefit. The neck is designed for many styles of playing and is suitable for both the rhythm player and a fast lead style player.. It has great access to the top end and a heelless cutaway that adds comfort.

The Shape lends itself very well for different designs too.. So visually it can either be 'stunning' or 'dead cool'. .. Check out the Tribal and the Target models for instance.

The shape range is also very affordable.. And if you compare Indie specifications to other leading brand names then it becomes quite obvious that we have all previously paid big money just to buy a brand name... an important principle for Indie!

Our acoustic guitars are unique to Indie.. any guitarist who plays with feeling understands this as soon as they play one. They look different, feel different and sound different..Why?, because we are never afraid to manufacture what we would ultimately want for ourselves, even if that means being original, while searching for that ultimate acoustic tone and feel.

We believe that the Indie Shape and Acoustic range says everything about Indie.... They are of High Quality, Stylish and Cool, Affordable and very Independent. The Future!

With Best Regards

Keith Willis.

Founder of Indie.

www.indieguitars.com