



## FOR IMMEDIATE RELEASE

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## GUILD AND CORDOBA JOIN SELECTRON UK CATALOGUE

UK Distributor SELECTRON bring GUILD acoustic & electric guitars back to the UK and introduce the popular CORDOBA classical & ukulele models

With Fenders sale of the **Guild** guitars brand to USA acoustic guitar specialist **Cordoba Music Group** earlier this year, the UK has been without an official distributor. But now **Selectron (UK) Ltd** have signed with Cordoba to pick up the mantle and to distribute Guild products to UK dealers. Selectron CEO Stuart Brown stated "*we are very proud and honoured to be given the opportunity to distribute a heritage brand such as Guild. With its distinguished history of crafting the world's finest acoustic guitars, Selectron are truly delighted to help grow the line in the UK and to be part of that history*". Initially, the **Traditional Series** acoustics, **GAD Series** acoustics and the **Newark St.™ collection** will be available, offering a wide range of styles and value. The sale and support of Guild products by Selectron will be brought into effect immediately. [www.guildguitars.com](http://www.guildguitars.com)

Selectron will also be introducing the hugely popular **Cordoba** line of classical and ukulele instruments to the UK. Already hugely popular in the USA and Europe, Cordoba classical guitars came out of the need to build an affordable, well made, lightweight and handmade guitar without being very high priced. Cordoba ukuleles are unique in that they are deeply based on original Portuguese designs and traditions, Cordoba President Jonathan Thomas states "*our approach was, not to make a toy or a small stringed instrument, but to make a beautiful sounding musical instrument in every ukulele size*".

### About Cordoba

Founded in 1997, Cordoba seeks to guide the evolution of the nylon string guitar, blending traditional craftsmanship of the early master luthiers with modern developments. Inspired by the organic beauty and honesty of acoustic instruments, every Cordoba is lightweight, responsive, and a direct descendant of the Spanish tradition. Cordoba continues to challenge the definition of the acoustic guitar without sacrificing the authenticity of its heritage. [www.cordobaguitars.com](http://www.cordobaguitars.com)

**For additional information, contact: Kelly Downes - 01795 419460 - [kelly@selectron-uk.co.uk](mailto:kelly@selectron-uk.co.uk)**

### About Selectron (UK) Ltd

Founded in 1979 and based in Sittingbourne, Kent, Selectron is one of the UK's leading distributors for the MI with a catalogue that includes ESP, LTD and E-II guitar brands, Whirlwind USA pro-audio and broadcasting equipment, EMG active pickups, Cashimira guitars and many accessory lines including Swift tuners and Shubb capos. Selectron pride themselves on first class customer service, working closely with UK dealers to ensure a great sales experience from start to finish.