

FURNITURE

# ADLER rocks with Relish guitars

In the heart of Central Switzerland, in Sempach, Lucerne, where you would least expect it, a homeland for rock music can be found. There, a small start-up called **Relish Brothers AG** makes innovative electric guitars for world stars – from Motörhead's Phil Campbell to Herbie Hancock's Lionel Loueke. Since 2013 some 1,100 electric guitars of the Relish Brothers have made their way into the world of rock. The special thing about the guitars? Their revolutionary construction, which produces a unique sound.

## Innovative design

Relish was founded by guitar freaks Pirmin Giger and Silvan Küng, who runs the company today. Their belief: The market for upmarket electric guitars is crying out for innovation. "For 60 years, electric guitars have all been made in pretty much the same way: The cut-outs for the electronics are milled into the solid wood, the neck is attached and the guitar is finished," says Küng. The young entrepreneurs, on the other hand, set themselves the goal of achieving a higher quality output with a wide sound spectrum by means of a completely new design: The heart of the instrument is an aluminium frame, which ensures maximum precision. The body made of real wood veneer is mounted on top of this frame. The guitar neck is made of maple, the fretboard of bamboo – this gives the guitar stability and lightness at the same time. But it is not only the specific construction that makes the Relish guitars unique, a great deal of know-how – secured by three patents – also goes into the inner workings of the instruments. For example, the pickups can be changed within seconds by means of a removable rear, thus changing the sound of the guitar.

## Noble surfaces

Even if the guitars rock all over the world, "Swiss Made" is of great importance to Relish. Precision and perfection define every detail. This also applies to the surface coating, because recently Relish has been rocking with paints from ADLER. "We were looking for a new highly transparent filling primer, and since some of us had already had good experience with ADLER products, ADLER was the first choice for us," reports Küng. The

### Products used



Aduro Füllgrund HT



Aduro Ecofill



Aduro Legnopur



Aduro Pigmotop

first tests with **ADLER PUR-Füllgrund HT** confirmed this decision: The primer fills the wood pores very quickly, so that a high-quality structure is possible with only a few coats and the surface is closed quickly. Relish not only places trust in Austrian paint quality for the primer, but also for the top coat. "With ADLER we have a partner from whom we can obtain everything from a single source, from the stain to the high-gloss varnish to the effect finish. In addition, thanks to ADLER we now have a single thinner and hardener for all products and can thus simplify our work enormously."

## Perfect sound

Quality from the neck to the body, from the surface to the electronics: The Relish Brothers do not do things by halves. And the musicians appreciate that. One of the greatest compliments the guitar makers received came from guitarist Phil Campbell of the British rock band Motörhead, "This guitar is just perfect and very inspiring" – what more can be said?

[www.relish.swiss](http://www.relish.swiss)



Pigmpur G50

