

Elixir Strings

A rich history of innovation

1995 The Beginnings

The beginnings of Elixir® Strings originates from an initiative with Disney animatronics which involved using long cables to animate the movements of the characters. W. L. Gore engineers were tasked with finding a solution for better handling of these push-pull cables and the result was coating guitar strings with the versatile polymer polytetrafluoroethylene (PTFE) as a way to prototype a smoother, lower friction cables that were not only very thin, but also very strong. Qualities also needed in premium guitar strings. Soon after, engineering a long-lasting, great sounding guitar string became a new goal.

1997 Pioneers Coated Guitar Strings

After multiple iterations and feedback from over 15,000 guitar players, *Elixir* Strings with POLYWEB® Coating debuted.

Long-Lasting Coating

Elixir Strings was and still is the only brand to coat the entire string. Both the outer string and the gaps between the windings are protected from debris that builds up, contaminating strings and killing tone. The result – *Elixir* Strings retain their tone longer than any other string – uncoated or coated, according to *Elixir* Strings player surveys.

2001 Launches NANOWEB Coating

Elixir Strings continued to refine string construction and coatings resulting in the development of its NANOWEB® Coating. While both the POLYWEB and NANOWEB Coatings extend tone life, they also provide players a choice in string tone and feel.

2001 Introduces New Anti-Rust Plating

Elixir Strings adds a new Anti-Rust Plating to its plain steel strings preserving that clean, polished feel and extending tone life for the entire set.

2005 Debuts Acoustic Phosphor Bronze Strings

Phosphor Bronze joins 80/20 Bronze in Acoustic line broadening player options.

2008 Develops Cables

These cables have a flatter frequency response ensuring tone stays true.

2012 Enhances Bass Line

The robust enhancements include refinement of the NANOWEB Coating and string tension, adding new gauging and introduction of Stainless Steel electric bass strings

2014 Co-Develops Acoustic HD Light Gauge

Teaming with Taylor Guitars, Elixir® Strings co-develops HD Light gauge for narrow bodied Acoustic Guitars. The unique gauging, available in both Phosphor Bronze and 80/20 Bronze, has a bolder high end and fuller low end with a balanced voice across all the strings. This was achieved by blending the plain steel strings of a medium gauge set with the wound strings of a light gauge set, bridged by a custom .025 third string. The increased tension of the treble strings improves their articulation. The interaction of the tension profile with the soundboard also adds to the harmonic content of the bass strings.

2017 Revolutionary OPTIWEB Coating for Electric Strings Hits Market

OPTIWEB™ Coated Electric Strings give uncoated players the performance of a natural string – that crisp tone, natural feel and playable grip they know and love, but with the long-lasting tone life of *Elixir* Strings. With the introduction of OPTIWEB Coating, there's a full range of coated electric strings to meet the playing style of every electric guitarists.

Overview

Elixir Strings are available in a full range of gauges for acoustic, electric and bass guitars, banjo and mandolin. Today, *Elixir* Strings are installed as original equipment by a growing list of discerning guitar and bass manufacturers, including Buscarino, Bacchus, Carvin, ESP, Ibanez, iGuitar, Lakewood, Manson, Maton, McPherson, Melancon, Neville, Palir, Taylor, Tom Anderson and Xotic. Tone-conscious artist worldwide play *Elixir* Strings including Amir Amor, Duofel, Eric Church, Gaelle Buswel, Hadrien Feraud, Hellmut Hattler, Kaki King, Marc Campbell, Mike Eldred, PJ, Nate Watts, Newton Faulkner, Sarah Jarosz, Sungha Jung and Wayne Sermon.

Elixir Strings are manufactured by W. L. Gore & Associates, Inc., which has made its name by creating innovative, technology-driven solutions, from medical devices that treat aneurysms to high-performance GORE-TEX® fabrics. A privately held company with annual sales of more than \$3 billion, Gore is committed to perpetuating its 50-plus year tradition of product innovation.