

CRAFTER®

Owner's Manual



MADE IN KOREA

Dear Crafter Owner,

Thank you for choosing a Crafter guitar. My father, HyunGwon Park, founded our company in April 1972 in the basement of his home where he had just 20 square meters of space and a staff of 4. He chose *Songsam* as the brand name for his guitars. In Korean it means "accomplishing the sound" and is a name which, in the Korean language, captured the spirit, passion and ethos of the company and its products. The fledgling company enjoyed early success with its fine classical guitars which soon acquired a reputation for excellence from the local associates. As a result of the ever increasing demand HyunGwon Park expanded rapidly moving three times to ever larger buildings until 1978 when he purchased his own factory in the Yangju City area, north of Seoul. Finally we had a permanent home for *Songsam* guitars.

I joined my father in 1986 and the decision was made to take our guitars to the international market with the new 'Crafter' brand on our headstocks. We chose the word Crafter with great care. Huge quantities of guitars can be produced using modern technology and mass production methods, but no machine can replace a skilled craftsman and the skills which they have acquired over many years. Our new factory is state of the art but hand crafting is absolutely central to our manufacturing process.

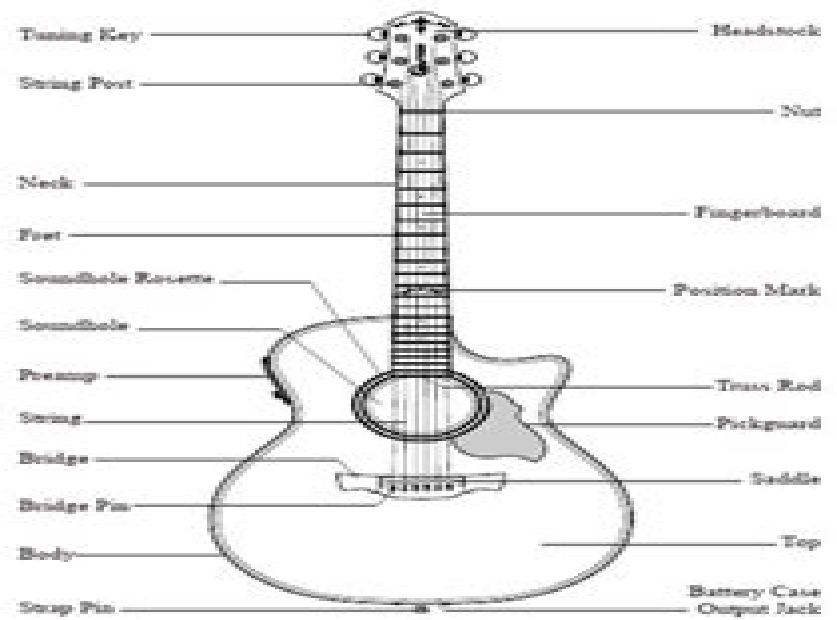
Sales grew worldwide and, once again, we needed more space so that in 2000 we moved to our own 7,000 square meter purpose built factory. However this was not to be our final relocation. Domestic sales have grown dramatically in recent years and Crafter is now the dominant acoustic brand in our Korean home market. The official opening of our new 10,000 square meter state of the art production facility took place in May 2009 when guests from around the world attended the Grand Opening Ceremony.

Today our Crafter brand is registered in more than 40 countries and distributed by independent distributors. In 2004 we opened our own distribution company, Crafter USA, to distribute and promote our instruments in the US, a market which has such a major influence on guitar players around the world. Since incorporation Crafter USA have won a number of service awards including the FURBDM Retail Group's best service award in 2007 and a best supplier award from IMSO, the Independent Music Store Owners' Group in 2010.

Since the very start in 1972 we have pursued a program of continuous review and development and we are proud that our innovations, quality and value have resulted in the instrument that you have chosen ahead of so many others. Thank you again for choosing Crafter and we hope that your guitar will give you many years of good service and playing pleasure.

InJae Park
President 

Crafter Guitar Parts



Wechter Guitar Owners Manual

SJ Ball



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is a one stop fast track to fluency in all aspects of the most influential icon in the history of popular music In this book the world s leading specialists tell you what ingredients go into a vast range of guitars and amplifiers to make them sound the way that they do coach you on making the most of your instruments effects and amps tutor you in the essential playing skills of genres from Rock to Jazz to classical and everything in between Contributors include Dave Hunter Tony Bacon Robert Benedetto Dave Burrluck Walter Carter Dough Chandler Paul Day James Stevenson Kari Bannerman David Braid Carl Filipiak Nestor Garcia Martin Goulding Lee Hodgson Max Milligan and Rikky Rooksby

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