

Furch Guitars Launches Exclusive Appointment Sale Program with Personalized Assistance

Velké Němčice, Czech Republic, 15 April 2024 - Furch Guitars ([Furch](#)), one of the world's leading manufacturers of premium-quality, all-solid-wood acoustic guitars, is pleased to announce the launch of an exclusive appointment sale program, offering customers a premium guitar shopping experience with personalized assistance directly at the Furch factory.

How it works

Starting April 2024, customers keen on personalized guitar shopping can schedule appointments with Furch's dedicated product specialist at the company's factory in Velké Němčice, Czech Republic. The exclusive appointment offers the option of an individual guided tour of the manufacturing facilities, allowing customers to witness firsthand the craftsmanship behind the brand's production and gain insight into its philosophy. Furch Guitars CEO, Petr Furch elaborated: *"Our expert product specialist is here to provide professional assistance, ensuring the most personalized experience for our customers as they seek the perfect guitar to match their preferences and playing style."*

During these appointments customers can explore a wide array of guitar specifications including non-standard ones such as models with alternate nut widths of 43 mm or 48 mm, baritone, 7-, 9-, and 12-string guitars, exotic tonewood combinations, as well as fully custom Rainbow Series instruments. *"Furthermore, we are excited to give the visitors access to the Furch museum located in our showroom, where they can see several historically significant models that have contributed to the rich heritage of our brand,"* concluded product specialist, Lukáš Lengál.

Beyond the factory and showroom tours and personalized sales assistance, customers can also purchase exclusive Furch-branded fashion and lifestyle products, as well as original spare parts and accessories to complement their Furch instruments.

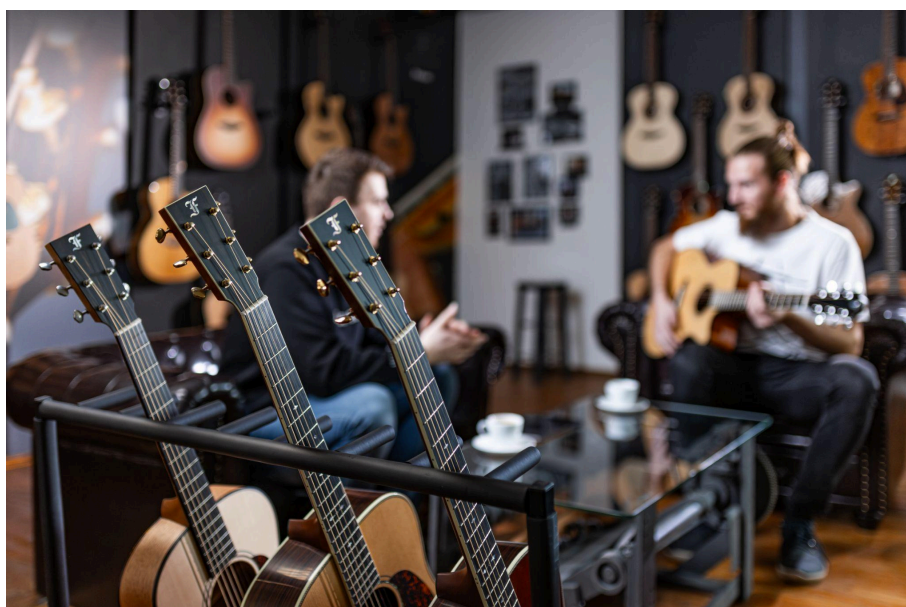




Truly Personalized Experience

To celebrate the kickoff of the campaign with a time-limited special offer, Furch has a special treat for the first five booked appointments. Furch CEO, Petr Furch, will personally guide them through the selection process, and leveraging his expertise and passion for guitarmaking, he will help them find their ideal instrument. *"The launch of our exclusive appointment sale program marks a significant step forward in our relationship with our customers. It has always been my dream to offer this high level of purchasing experience, with dedicated team members ready to serve at their best. I'm happy I can make this occasion even more special for the first five visitors, and use my knowledge to help them find the perfect guitar for them. I eagerly anticipate welcoming everyone to our headquarters,"* Petr Furch concludes.

For more information and appointment scheduling, please visit: [link](#)



Furch's exclusive appointment sale promises a memorable experience of highly-personalized purchase assistance. More photos: [link](#)





Visitors can explore the Furch museum located in our showroom, where they can see several historically significant models that have contributed to the rich heritage of the brand. More photos: [link](#)



The individual guided tour of the manufacturing facilities allows customers to witness the craftsmanship behind the brand's production and gain insight into its philosophy. More photos: [link](#)





About Furch Guitars

Founded in 1981, Furch Guitars (Furch) has worked its way up to become one of the world's leading manufacturers of all-solid-wood acoustic guitars. The company's production complex and head office are located in Velké Němčice in the municipality of Brno, Czech Republic. Furch instruments combine the company's extensive know-how in handcrafting acoustic guitars with state-of-the-art technologies, production processes, and proprietary innovations. Thanks to that, the company is able to bring to the market premium-quality musical instruments with outstanding acoustic properties and excellent design parameters. Covered by a three-year warranty, Furch guitars are sold in over 40 countries on five continents. Furch employs over 70 luthiers and craftsmen and makes in excess of 9,000 instruments annually. Furch guitars are the preferred choice of such artists as Al di Meola, Suzanne Vega, Per Gessle, Glen Hansard, and Calum Graham. For additional information, visit www.furchguitars.com.

...

Media Contact: Bc. Martin Kondelčík, press@furchguitars.com, +420 602 752 368

