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The Sounding Board

Sting & Martin Collaborate on Unique Certified Wood Signature Editions

Perhaps no other musician has the unique reputation and extraordinary following of Sting. From his early work with the Police, which he disbanded at the peak of their popularity in 1984 in order to pursue his own solo career, to his unparalleled forays into jazz and progressive rock, Sting has redefined the boundaries of pop music. Sting incorporates elements of jazz, classical and world music into his recordings, writing songs with lyrics that are both literate and meaningful.

In recognition of Sting's unique talents, his illustrious career, and his long-standing commitment to the preservation of the rainforests, the Martin Guitar Company is proud to announce two Limited Edition Certified Wood Sting Signature models: the SWC nylon string guitar and the SWB acoustic bass guitar. More than 70% of the wood utilized in the construction of each of these models is harvested from forests independently certified by the Rainforest Alliance's "SmartWood" program and Scientific Certification Systems, both of which operate in accordance with the rules of the industry's governing body, The Forest Stewardship Council.

"The certified woods utilized originate from forests that meet internationally recognized environmental, social and economic standards."



In addition to his vocal and songwriting talent, Sting is perhaps best known for his bass playing. Acoustically or

Last year, [C. F. Martin & Co.](#) introduced the SWD Certified Wood Dreadnought acoustic guitar, the Company's first certified wood model. The extremely favorable response to this project has inspired the Limited Edition Sting SWC Classical or Nylon string guitar model, which represents an exciting collaboration among singer/songwriter, bassist and guitar player Sting, renowned classical guitar maker Thomas S. Humphrey, and The Martin Guitar Company.

The Limited Edition SWC is a 12-fret nylon string guitar which features the patented Thomas S.



Sting's commitment to the preservation of the rainforest has provided the primary inspiration for two special Sting Certified Wood Signature Editions: the Sting SWB Acoustic Bass model and the Sting SWC Classical model.
Photo courtesy of Kathy Schenker

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plugged in, the SWB Bass has exceptional power, projection, and tone.

Photo Courtesy of C.F. Martin & Co., Inc. Nazareth, PA

Humphrey elevated fingerboard design and original classical body shape. A solid sitka spruce soundboard is supported with Humphrey's unusual lattice bracing pattern. A wide banded tortoise color rosette is backed with silver foil and bordered with black and ivoroid inner and outer edging. The back and sides are constructed with solid certified Machiche, a visually attractive wood with tonal properties between rosewood and mahogany. The entire body, including the back inlay strip, is tastefully understated with tortoise colored trim.

The SWC neck, slimmed to a sleek 1 7/8" player's width at the nut, is cut from solid certified domestic cherry. The fingerboard and bridge are crafted from certified katalox (pronounced "kat-ah-losh"), a relatively obscure but durable Mexican hardwood. Katalox has a dark cocoa brown color, is relatively devoid of grain lines, and has a very fine texture similar to ebony.

The Sting Limited Edition SWB Acoustic Bass blends features from Martin's affordable B-1 Series acoustic bass with appointments from the SWD CertifiedWood model.

The SWB utilizes Martin's jumbo body size and a full 34" bass scale length. The soundboard is book-matched from solid Sitka spruce, and the back, sides and neck are of solid certified cherry. Like its nylon stringed counterpart, the fingerboard and bridge are katalox.

Both instruments are finished with golden "vintage toner" on the soundboard, a polished gloss lacquer body, a polished headplate, and a satin neck. Sting's artistic signature is inlaid in pearl just above the final fret, and each instrument will be equipped with a state-of-the-art Martin/Fishman Gold+Plus™ active pickup system, making these special guitars instantly adaptable to stage and studio applications.



The tortoise colored appointments of the SWB model are simple and tasteful, yet from the player's point of view, this bass is fully equipped with onboard active electronics, making it perfect for professional stage and studio use.

Photo Courtesy of C.F. Martin & Co., Inc. Nazareth, PA

"C. F. Martin & Co. is extremely committed to the aggressive experimentation and utilization of certified wood resources."



Each Sting Signature Edition instrument will bear an interior label personally signed by Sting and Martin CEO and Chairman C. F. Martin IV. The labels will be numbered in sequence without total and will include FSC Endorsed/SmartWood certification. A second interior label will indicate that a portion of the proceeds from the sale of the guitar will be donated to the *Rainforest Foundation International*. The RFI was founded to support indigenous

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4/29/2010

Sting certified wood (article)

The SWC
Classical model
represents an
exciting
collaboration
between Sting,
Martin and
renowned
guitarmaker
Thomas S.
Humphrey.
Photo Courtesy
of C.F. Martin &
Co., Inc.
Nazareth, PA

peoples and traditional populations of the rainforest in their
efforts to protect both their environment and rights.

Authorized Martin Guitar dealers are taking orders for both
Sting Signature Models immediately, though the models will
not begin to appear in stores until the summer of 1999.

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