

ON STAGE WITH RELISH GUITARS!

Relish is a Swiss manufacturer of electric guitars created in 2010. Silvan K ng, Managing Director and co-founder of the brand, has relied on technical innovations to give a new dynamic to these instruments. The result: Relish guitars offer exceptional tonal versatility and playability! They also have many followers, including Philip Campbell, former guitarist of Mot rhead, or Lionel Loueke who has experienced a meteoric rise over the past ten years. Building on its success, the Swiss start-up is entering the international arena.



A SERIES OF 300 MACHINED ALUMINUM PARTS

Relish guitars are made from aluminum to give them excellent strength and optimize their weight. CNC machining technology has become an idea way to obtain the unique shape of these guitars. Indeed, this process offers unparalleled freedom of design, much appreciated in the artistic sectors.

“For this project, we were looking for a partner capable of producing a series of 300 batches of aluminum parts – the central bar of the frame of the Mary guitar – in impeccable craftsmanship,” says Silvan K ng. After an initial prototyping phase to validate the material, colour and appearance of the parts, we quickly started mass production.



PREMIUM FINISHING UNDER THE SPOTLIGHT

The challenge of this new collaboration was also aesthetic because the visible parts of the guitars would find themselves under the spotlight whilst on stages and in full view of the cameras beaming around the world. They had to be able to blend perfectly into the world of the Relish brand. Our finishes had to be impeccable. We adhered precisely to the brief and respected the shade and colour of aluminum defined in the specifications. To avoid any fingerprints from the musicians on their guitar, we have produced a brushed finish in our workshops, followed by an anodizing step. “The customer’s request was very clear: we had to ensure the repeatability of production and supply a series of strictly identical parts, which represents a challenge in machining”, specifies Pascal, Project Manager.

COLLABORATE WITH THE CLIENT TO WORK EFFICIENTLY

The regular and constructive technical exchanges between Relish and ARRK contributed to the success of this project. “We worked in tandem, which allowed the ARRK team to integrate our issues and review all the key points,” concludes Silvan K ng. It was an effective collaboration: as soon as the prototypes were validated, the order could be delivered in 20 days.

For further information on ARRK’s range of services, please contact:

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