

*Framus*

# NEWS 2010

MADE IN GERMANY



FRAMMUS

RONY HENKEL / MYRA

Art. Tobacco coloured oil finish

 music  
frammusic.com.au

Panthera



Fret Setup made by **plek** technology

## PANTHERA STUDIO

- Bolt in
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Ovangkol neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25,5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
APH-1N Alnico II Pro (neck),  
APS-1 RW/RP Alnico Pro II staggered  
single coil (middle), SH-5 Custom (bridge)
- 2-way toggle switch "Lead free"
- 5-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finishes: natural satin, coloured oil or high polish
- Framus standard machine heads
- TonePros tune-o-matic bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .009" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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**B**music

bmusic.com.au

# FRAMMUS



BON LOZAGA / GONGZILLA

*Burgundy blackburst stain high gloss finish*

Seymour Duncan

Seymour Duncan



music.com.au

# Panthera



Fret Setup made by **plek** technology

## PANTHERA STUDIO SUPREME

- Bolt in
- Available as right-handed or left-handed\*
- Mahogany body with AAA Flamed Maple top, carved
- Ovangkol neck
- Rosewood fingerboard
- Framus oval inlays
- Scale length: 25.5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups: APH-11N Alnico II Pro (neck), APS-1 RW/RP Alnico Pro II staggered single coil (middle), SH-5 Custom (bridge)
- 2-way toggle switch „lead free“
- 5-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finish: high polish top (with satin back)
- Framus locking machine heads
- TonePros tune-o-matic bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .009" - .046"
- Including Framus "User Kit"
- Comes with RockCase® flight case

\*without extra charge



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bfmusic.com.au

FRAMUS

DAVID HOFMANN / SOULGATE'S DAWN

Black coloured oil finish

 music  
denmusic.com.au

Panthera



## PANTHERA 7-STRING

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Mahogany neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25,5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
active Blackouts Phase I AHB-1N 7 (neck),  
AHB-1B 7 (bridge)
- 3-way toggle switch
- 1 x volume, 1 x tone control
- Finishes: natural satin, coloured oil or high polish
- Framus locking machine heads
- TonePros Tune-o-matic
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .009" - .056"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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FRAMMUS

LEA PAUL BOURELLY / THREE KINGS

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bmusic.com.au

Honey Vibe coloured oil finish





# Diablo



Fret Setup made by **plek** technology

## DIABLO

- Bolt-in
- Available as right-handed or left-handed\*
- US Swamp Ash body
- Maple neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25,5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SSCR-1N Cool Rail (neck),  
SSL-1 RW/RP Vintage Staggered Single Coil (middle),  
STB-4 JB Trembucker (bridge)
- Original Mother-of-Pearl/Celluloid pickguard
- Framus 5-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finishes: natural satin, coloured oil or high polish
- Framus locking machine heads
- Wilkinson by Framus vibrato
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .009" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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# FRAMUS

DARREN COOPER

Natural satin finish

 B music  
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# Diablo



Fret Setup made by **plek** technology

## DIABLO PROGRESSIVE

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Mahogany neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25,5" (648 mm)
- 22 jumbo frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
active AHB-1 Blackouts Phase 1 (neck),  
AHB-2 Blackouts Metal (bridge)
- Framus 3-way switch
- 1 x volume, 1 x tone control
- Finishes: natural satin, coloured oil or high polish
- Framus standard machine heads
- TonePros wraparound bridge
- Warwick security locks
- Black hardware
- Framus low friction nut
- Strings: .009" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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# FRAMMUS

ZOLTAN SEBESTYEN  
MORTON



FRAMMUS

NIKOLK KOTZEV / ROBIN GIBB BAND, BRAZEN ABBOT

*Kingsong black coloured oil finish*



# Diablo



Fret Setup made by **plek** technology

## DIABLO PROGRESSIVE X

- Bolt in
- Available as right-handed or left-handed\*
- Mahogany body
- Maple neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25,5" (648 mm)
- 22 jumbo frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SH-2N Jazz Model (neck),  
STB-6 Distortion Trembucker (bridge)
- Framus 3-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finishes: natural satin, coloured oil or high polish
- Framus standard machine heads
- Original Floyd Rose vibrato
- Warwick security locks
- Black hardware
- Locking nut
- Strings: .009" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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FRAMMUS



HANNES POROMBKA / 5 DEGREES/PASTA FÜR PAVEL



Anybody... starts high polish finish



Diablo



Fret Setup made by **plek** technology

# DIABLO SUPREME

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body with AAA Flamed Maple top, carved
- Mahogany neck
- Rosewood fingerboard
- Framus oval inlays
- Scale length: 25.5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SH-1 '59 model (neck),  
SH-4 JB model (bridge)
- Framus 3-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finish: high polish top (with satin back/neck)
- Framus locking machine heads
- TonePros wraparound bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: .009" - .046"
- Including Framus "User Kit"
- Comes with RockCase® Flight Case

\*without extra charge

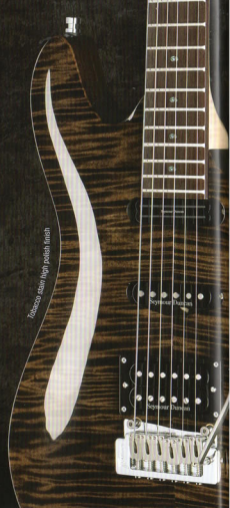


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SEBASTIEN LEFEBVRE / SIMPLE PLAN

 bmusic

[bmusic.com.au](http://bmusic.com.au)

# DIABLO SUPREME X



Fret Setup made by **plek** technology

- Bolt in
- Available as right-handed or left-handed\*
- US Swamp Ash body with AAA Flamed Maple top, carved
- Flamed Maple neck
- Rosewood fingerboard
- Framus oval inlays
- Scale length: 25.5" (648 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SSCR-1N Cool Rail (neck), SSL-1 RW/RP  
Vintage Staggered Single Coil (middle),  
STB-4 JB Trembucker (bridge)
- Framus 5-way switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finish: high polish top (with satin back)
- Framus locking machine heads
- Framus by Wilkinson vibrato
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: .009" - .046"
- Including Framus "User Kit"
- Comes with RockCase® Flight Case

\*without extra charge



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DANIEL BAKER / VERRACITII/NYA

black coloured oil finish

Diablo

# DIABLO 7-STRING



Fret Setup made by **plek** technology

- Bolt in
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Maple neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 25.5" (648 mm)
- 22 jumbo frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups: active Blackouts Phase 1 AHB-1N 7 (neck), AHB-1B 7 (bridge)
- Framus 3-way switch
- 1 x volume, 1 x tone control
- Finishes: natural satin, coloured oil or high polish
- Framus locking machine heads
- TonePros Tune-o-matic bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: .009" - .056"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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# FRAMMUS



NEW YORK

# THE FRAMUS & WARWICK CUSTOM SHOP IN NEW YORK

On Thursday, September 24th, the new Warwick / Framus Custom Shop Showroom in New York City's East Village celebrated its grand opening.

The Warwick and Framus Custom Shop showroom is located in Manhattan's East Village and boasts a world class selection of more than 90 standard and custom shop instruments as well as the complete range of amps from both Framus and Warwick. The exceptional quality of these instruments, along with the staff's expertise, make the Warwick and Framus Custom Shop showroom the number one address for artists and musicians in New York City and beyond.

**Warwick Music Equipment Trading (New York USA) Inc.**

- 76-80 East 7th Street
- New York, NY 10003 USA
- Tel.: +1 (0) 212 777 6990
- Fax: +1 (0) 212 777 6994
- E-Mail: [t.krupsky@warwick.de](mailto:t.krupsky@warwick.de)



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MAYFIELD



Fret Setup made by **plek** technology

# MAYFIELD

## Mayfield Pro:

- Maple or Mahogany Set-neck (depending on body wood)
- Rosewood fingerboard
- Maple or Mahogany body wood (laminated top and back, solid sides)
- Seymour Duncan pickups: SH-2 (neck), SH-4 (Bridge)
- Natural Satin, Colored Oil or High Polish finish
- Comes with Premium Line Plus RockBag®

## Mayfield Custom:

- Maple or Mahogany Set-neck (depending on body wood, Brazil Rosewood with Mahogany neck)
- Tigerstripe Ebony fingerboard
- AAA Flamed or AAA Quilted Maple, Mahogany or Brazil Rosewood (zertifiziert) body wood (laminated top and back, solid sides)
- Seymour Duncan pickups: APH1 (neck), APH1 (bridge)
- High Polish finish
- TonePros Tune-O-Matic bridge
- Comes with RockCase® Flight Case

## Mayfield Legacy:

- Mahogany Set-neck
- Rosewood fingerboard
- Mahogany body wood (laminated top and back, solid sides)
- Seymour Duncan pickups: P-90 RWRP (neck), P-90 (bridge)
- Satin or High Polish finish
- TonePros Tune-O-Matic bridge
- Comes with RockCase® Flight Case

All Mayfield Models are available as right- and lefthanded\* version and come with Framus "User Kit".  
\*without extra charge



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# FRAMUS



**JORDI TORRENS**  
CUARTETO AZUL



**JEAN-PAUL BOURELLY**  
THREE KINGS



**BOB BOULDING**  
YOUNG DUBLINERS



**JT WOODRUFF**  
HAWTHORNE HEIGHTS



**ADAM COHEN**  
SOLO ARTIST



**BON LOZAGA**  
GONGZILLA



# Artists



**MORDY FERBER**  
SOLO ARTIST



**SEBASTIEN LEFEBVRE**  
SIMPLE PLAN



**TIM LOPEZ**  
PLAIN WHITE T'S



**AARON MCCLAIN**  
MARC ANTHONY



**NIKOLO KOTZEV**  
ROBIN GIBB BAND, BRAZEN ABBOT



**GEORDIE WALKER**  
SOLO ARTIST



#### Panthera Studio Supreme, Custom Shop

- Mahogany body with Bubinga pommele top, carved
- Matched headstock



#### AK 1974 Custom, Custom Shop

- Tune-O-Matic roller-bridge
- Bigsby® B7



#### Diablo Supreme, Custom Shop

- Mahogany body with AAAAAA quilted Maple one piece top, carved
- Matched headstock
- Tigerstripe ebony fingerboard

Special Edition

“If you can dream it  
Framus can build it.”

*Wesley-Peter Framus*

“You can choose the body wood. You can choose the finish.  
You want LEDs and inlays – you got it.  
Contact an Authorized Framus Dealer to start the journey.  
You deserve a guitar that is as unique as you are.”

**Mayfield Pro Maple  
SE Tears of Dracula**

- Top and back Veneer Tears of Dracula Maple
- Black hardware



**Panthera Studio Custom  
SE Germany - Spalted Maple**

- Mahogany body with Spalted Maple top
- Mahogany neck
- Matched headstock
- Seymour Duncan Antiquity Humbucker (bridge/neck)
- Seymour Duncan Vintage Rail (middle)



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FRAMMUS





## Guitars and Bases! Jazz, Rock and Pop History! Discover the world of Framus!

Framus – known all over the world. The German musical instrument manufacturer advertised with this slogan in the 1950s while international stars helped the brand garner international fame. The Framus Museum – opened to the public in the summer of 2007 – offers visitors a chance to travel back time through the history of this legendary guitar brand and the big names involved.

John Lennon and Elvis had one, so did ex-Rolling Stones bassist Bill Wyman and Peter Kraus – the German king of Rock 'n' Roll. Their own personal histories were intertwined with that of Framus. In the United States jazz greats like Attila Zoller, Jim Hall and Charles Mingus played Framus as well. As did Doc Williams, Bill Lawrence and the Four Seasons. All of these legendary names made the German brand famous worldwide.

As a precursor of industrial guitar production, Framus made history in European musical instrument manufacture. The brand – with its symbol of a violin in front of a globe – was responsible for numerous technical innovations and developments that are on display at the museum.

The Framus Museum is located in a recently restored stately villa from the year 1898. More than 200 instruments are waiting for you – from violins to mandolins and banjos to electric guitars and basses, all of which illustrate the development of various music styles after World War II.

Take a journey through time and discover the history of Framus.

### „FRAMUS – BUILT IN THE HEART OF BAVARIA.

The History of a German Musical Instruments Manufacturer, 1946-1977

In this nearly 300 page book, historian Christian Hoyer traces in fine detail the company's fascinating history. Accompanied by nearly 500 illustrations and photos, this book not only describes the life s work of Fred Willer, but also documents a piece of German industrial history.

English: ISBN 978-3-940448-01-9



### „FRAMUS VINTAGE –

Three Decades of Legendary Musical Instruments

On almost 500 pages, this authoritative resource offers comprehensively researched information and more than 2000 reproductions of Framus guitars, basses, folk and classical instruments. It also spotlights the most prominent Framus players like Bill Wyman, Jan Akkerman, Attila Zoller and many others. It is a standard reference for musicians, collectors, fans, and novices alike.

English: ISBN 978-3-940448-03-3

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Opening hours: Monday: closed • Tuesday – Sunday: 10:00 – 18:00



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**framus**  
music.com.au

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# FRAMMUS

GEORDIE WALKER



# PANTHERA



Fret Setup made by **plek** technology

## PANTHERA

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Mahogany neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 24,75" (628 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SH-2 Jazz Model (neck),  
SH-4 JB Humbucker (bridge)
- 3-way toggle switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finishes: natural satin, coloured oil or high polish
- Framus standard machine heads
- TonePros Tune-o-matic
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .010" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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# FRAMMUS

CHRISTOPH ZIEHELEITNER /  
THE BLACKOUT ARGUMENT

Burgundy Red coloured oil finish

 bpmusic  
bpmusic.com.au

# Panthera



Fret Setup made by **plek** technology

## PANTHERA LEGACY

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body, carved top
- Mahogany neck
- Rosewood fingerboard
- Dot inlays
- Scale length: 24,75" (628 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
APH-1N Alnico II Pro (neck),  
SH-PG1B Pearly Gates (bridge)
- 3-way toggle switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finishes: natural satin, coloured oil or high polish
- Framus standard machine heads
- Bigsby chrome vibrato with Framus roller bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .010" - .046"
- Including Framus "User Kit"
- Comes with "Premium Line Plus" RockBag®

\*without extra charge



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ERAMUS

MORDY FERBER

Turquoise stain high position finish

  
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# Panthera



## PANTHERA SUPREME

- Set neck
- Available as right-handed or left-handed\*
- Mahogany body with AAA Flamed Maple top, carved
- Mahogany neck
- Ebony fingerboard
- Framus oval inlays
- Scale length: 24,75" (628 mm)
- 22 medium standard frets
- Plek Technology is used for Guitar Set Up
- Original Seymour Duncan pickups:  
SH-1 '59 model (neck),  
SH-14 Custom 5 (bridge)
- 3-way toggle switch
- 1 x volume control
- 1 x push/pull tone control for humbucker splitting
- Finish: high polish top (with satin back/neck)
- Framus locking machine heads
- TonePros tune-o-matic bridge
- Warwick security locks
- Chrome hardware
- Framus low friction nut
- Strings: Framus .010" - .046"
- Including Framus "User Kit"
- Comes with RockCase® flight case

\*without extra charge



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