



OUR BUSINESS PHILOSOPHIES

DESIGN

- SIMPLER IS USUALLY BETTER; WHAT WE LEAVE OUT IS AS IMPORTANT AS WHAT WE INCLUDE.
- DEMARS INSTRUMENTS PURPOSELY SPORT A TIMELESS, CLASSIC, NON-TRENDY DESIGN.
- VINTAGE INSTRUMENT DESIGNS ARE OUR INSPIRATION, BUT WE HAVE PRUDENTLY RETAINED FEATURES THAT WORK AND IMPROVED OR ELIMINATED THOSE THAT DON'T.
- A DEMARS INSTRUMENT WILL BE INSTANTLY IDENTIFIABLE AMONG OTHER GUITARS & BASSES, WHETHER ONSTAGE, IN THE RECORDING STUDIO OR ON THE RETAIL SALES FLOOR.

OPERATIONS

- WE ARE A HIGH-END SMALL-BATCH MANUFACTURER, NOT A CUSTOM SHOP. WE WILL DO OUR BEST TO PRODUCE WHAT CUSTOMERS WANT, BUT WE DO NOT BUILD "ONE-OFF" INSTRUMENTS.
- ONLY THE HIGHEST QUALITY USA-SOURCED MATERIALS AND COMPONENTS ARE USED.
- WE MANUFACTURE USING CAD/CNC MACHINING — A PROVEN PRODUCTION METHOD MORE PRECISE AND EFFICIENT THAN TRADITIONAL LUTHIERY, BUILDING QUALITY INSTRUMENTS WITH ULTRA-TIGHT TOLERANCES AND GREATER CONSISTENCY, PRODUCING LESS MATERIAL WASTE.
- THE PLANET ABSOLUTELY MATTERS: OUR PRODUCTS ARE DELIVERED VIA "GREEN" SHIPPING. IN THE INTEREST OF SUSTAINING OUR NATURAL RESOURCES, WE PLANT TWO NATIVE VERMONT SAPLINGS (E.G., MAPLE, SPRUCE) ON OUR PROPERTY FOR EVERY NEW INSTRUMENT SOLD.

MARKETING/SALES

- OUR TARGET MARKET NICHE HAS BEEN IDENTIFIED. WE DO NOT PRODUCE CHEAP INSTRUMENTS AND WE DO NOT SERVE THE LOWER-END MARKET SEGMENTS; OTHER FIRMS DO THAT QUITE WELL.
- WE HAVE NO UNREALISTIC ASPIRATIONS TO DOMINATE THE MARKET AND SELL TO EVERYONE. WE "FISH WITH A LURE, NOT A NET" SIMPLY SEEKING THE RIGHT RETAILER OR END CUSTOMER.
- OUR PRICES UNAPOLOGETICALLY REFLECT THE INNOVATION AND QUALITY INHERENT IN OUR USA-BUILT PRODUCTS. YOUR MONEY IS WISELY SPENT AND WE DELIVER WHAT YOU PAY FOR.
- DEMARS INSTRUMENTS ARE NOT GIVEN AWAY IN RETURN FOR ANY ARTIST'S ENDORSEMENT.
- WE WILL SELL TO RETAILERS/DISTRIBUTORS AND WE WILL ALSO SELL DIRECT TO CUSTOMERS.
- NO PRODUCT OF ANY KIND SELLS ITSELF, BUT WE WILL NEVER COERCE OR PRESSURE A RETAILER OR CUSTOMER TO BUY ONE OF OUR INSTRUMENTS. THEY WILL KNOW IF OUR INSTRUMENT IS RIGHT FOR THEM OR NOT.