

RED WITCH

analog guitar effects pedals

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Red Witch Leads the Way

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Innovative boutique guitar effects manufacturer, Red Witch Analog Pedals, topped off a remarkable six months of worldwide growth with the launch of its new website www.redwitchanalogpedals.com, at the NAMM Show in Nashville, Tennessee today.

The company has bucked the recession blues, by selling as many pedals in the first six months of this year as they did in the whole of 2008.

“What’s more the best is yet to come,” says founder and CEO of Red Witch Analog Pedals Ben Fulton, “we expect our year-on-year sales to be up 300% for 2009.”

“The Red Witch Famulus Distortion Pedal has only been available in the US market for a few weeks, and already the pedal is breaking sales records for us, says Ben.

Craig Costigan, Product Manager for Dana B Goods, Red Witch’s exclusive distributor in the USA, says “the startling growth of Red Witch sales for the first half of this year during this global recession, coupled with increasing consumer excitement about the new Red Witch product line up has us really excited about the future of Red Witch. The new products in development along with the existing range now cover virtually every sound effect for the guitar aficionado.”

To coincide with summer NAMM in Nashville, Red Witch have launched their new state-of-the-art website. Ben Fulton says Red Witch set out to build the best guitar effects pedal website in the world. “We are extremely pleased with the result,” he says.

“The website incorporates a number of totally new innovations that will set a new industry standard,” Ben Fulton says. “We have created virtual versions of our pedals with real time audio, which allows users to adjust each of the dials and listen to the resulting sound effect.

This gives the user an utterly unique interactive experience with an almost endless number of dial-able sounds from the virtual Red Witch pedals.

“At the click of a button users can also compare the sound they have chosen to the default unaffected sound” Users can also rotate each 3D virtual pedal, take the screws off the back, and check out internals of each pedal, and lets users in on a few secret mods that can be made as well.

Ben Fulton says that Red Witch also recognised the need for a unique world-class forum where the users can discuss issues relating to guitar effects.

“We were really proud of the forum, it is cutting edge and has functionality that allows forum members to upload video and audio of their own music, bands and equipment, as well as being able to include clips of their favourite local bands”. “We wanted it to be an open forum where people could talk about any effects they like, not only Red Witch. Our only restrictions are that comments be in a respectful nature to other members and manufacturers.”

Ben Fulton will also make himself available to answer people's questions about guitar effects in general via the forum. "I grew Red Witch from my desire to improve my own sound as a guitarist, and daily I receive emails from people asking me all sorts of questions about guitar effects. The forum seemed a logical place to share these answers."

Ben Fulton starts a 25 date in-store demonstration tour from coast-to-coast next week, kicking off in Nashville on Monday 20 July.

Ends

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