



## Seymour says

I can't believe it's been 30 years since  
Cathy Carter Duncan and I started  
Seymour Duncan Pickups out of a loft  
in downtown Santa Barbara. When I think  
about how far we've come, it pretty muc  
comes down to two things : The product.  
And you.

All Seymour Duncan and Basslines pickup  
are built by hand in my Santa Barbara  
factory. There are cheaper and more  
mechanized ways to build pickups.  
I know, I've seen them in my travels.  
But Seymour Duncan pickups are not  
about " cheap " : they're about tone.  
Besides being a pickup designer,  
I'm a player and I know how pickups  
are supposed to sound. And, I believe,  
to build them properly, they have to  
be made by hand with the highest  
quality materials.

Then there's you, the customer.  
We're nothing without you. When it  
comes to developing new products or  
re-designing old products to make them  
better, it's all done to provide you with  
a quality pickup that makes you sound  
better. That's what it's about here.  
It's been that way for the last 30 years.  
And it'll be that way for the next 30.

Yours in tone,

Seymour W.Duncan  
Chairman and Co-Founder

**Pedals- P.1**

**Electric guitar pickups - P.7**

**Acoustic guitar pickups - P.32**

**Electric bass pickups - P.33**

**Antiquity - P.43**

**Option - P.45**

**Zephyr silver - P.46**  
premium pickups

**Custom shop - P.47**

Special Agent