



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 much 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

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Special Agent

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