



# String Life & Tonal Quality Independent Study

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**Step #A** - The initial test consisted of artists playing **their current brand** of acoustic strings, 80/20 brass alloy or phosphor bronze alloy and recording the three tonal phases that the strings have for the duration of their life.

**Step #B** - Repeated testing was done using **FireWire Strings** (same gauge & type) as well as recording the three tonal phases of the strings' life.

## Acoustic Guitar Strings

### String tone & String life chart

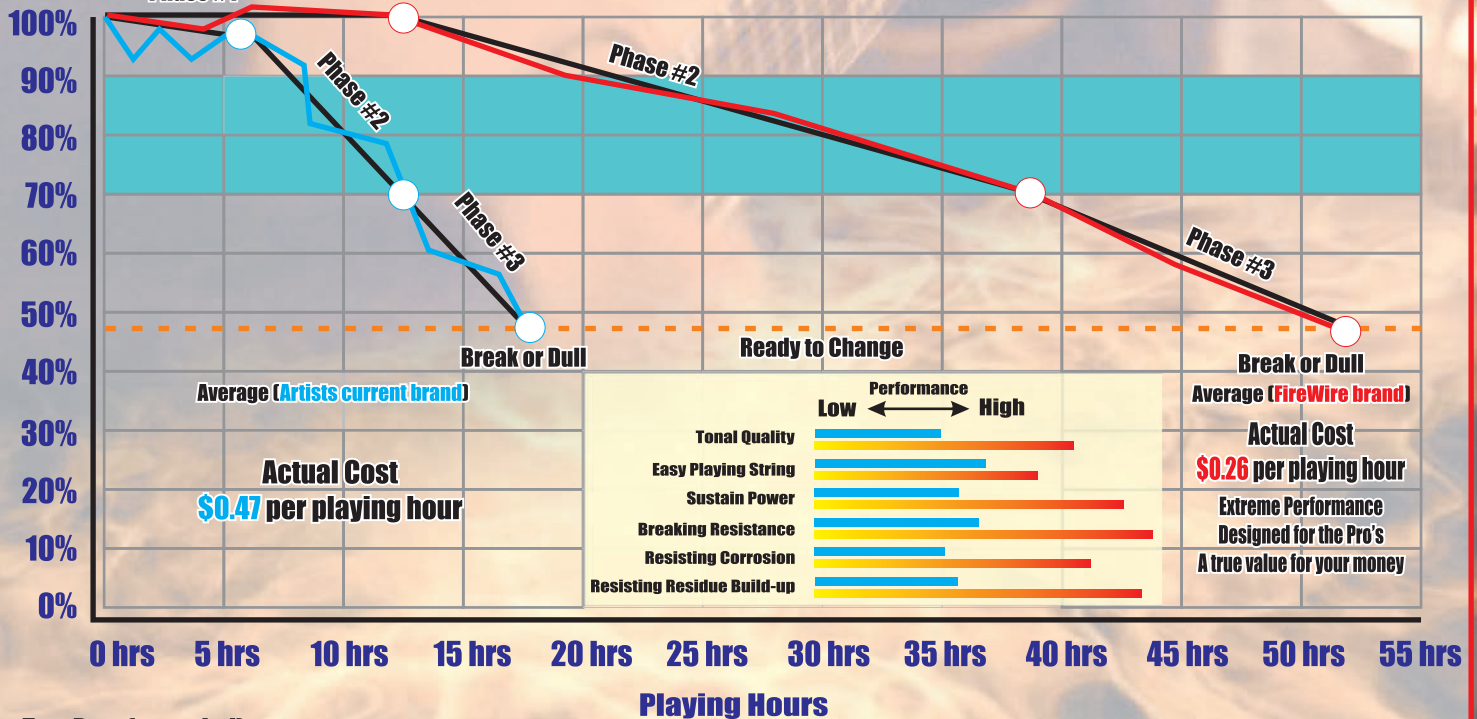
Initial Cost

Average set: \$8.00 USF

FireWire set: \$13.90 USF

100% = fresh set just put on

Tone



Average (Artists current brand)

Actual Cost  
\$0.47 per playing hour

Average (FireWire brand)

Actual Cost  
\$0.26 per playing hour  
Extreme Performance  
Designed for the Pro's  
A true value for your money

Test Data (recorded)

Tonal Phase

Phase #1 - represents the duration in hours the strings stay at 100% of the tonal quality (fresh set just put on)

Phase #2 - represents the duration in hours from the end of phase #1 until the strings reach 70% of the tonal quality

Phase #3 - represents the duration in hours from the end of phase #2 until the strings drop under 50% of the tonal quality (ready to change)

**Sweet Spot:** This is the time the strings are broken in and staying in tune with great tonal qualities. Musicians tested all seek a set of strings that will ride out in the sweet spot for a long period of time.

FireWire Gives the Musician what they Seek!

Note: All artists have different playing styles (light, medium, hard) as well as their own interpretation of percentage of tonal quality. Testing was designed with this in mind. Each artist recorded the duration of the three phases with their experience of when the strings lost tonal quality. Consequently each gave a comparison between their current brand and FireWire Strings. The graph combined the results and averaged them from all the artists.