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# EKO GUITARS 60 YEARS OF HISTORY



# EKO GUITARS

## 60 YEARS OF HISTORY

In 1959 Oliviero Pigni conceived the Eko project and created the first guitar prototypes.

A short time after this he founded in Castelfidardo the Eko S.a.s.

EKO began to produce traditional acoustic guitars and small archtop guitars of clear Sicilian origin.

Eko's philosophy was to offer a full range of guitars, produced with standardized industrial processes to ensure consistent quality.

The purpose of the company was to conquer the most vibrant segment of affordable instruments market suitable also for semi-professionals, making the guitar economically accessible to everyone.

### OUR HISTORY, STEP BY STEP

#### 60's

With the birth of bands such as the Beatles and the Rolling Stones, the myth of pop, rock and beat music spread throughout the world and conquered Italy too, making Eko's fortune.

In a few years, Eko made a technological and economic leap forward, through the direct manufacture of electric (guitars) and electronic (organ) instruments.



Part of Eko production.  
Superior techniques bring modern day production to an industry using individual hand craftsmanship as old as the guitar.

During those years, Pigni travelled to Germany and United States in order to learn the most up-to-date production systems, which allowed the development of the first electric guitars, already down on paper.



Oliviero Pigni was the first Italian music entrepreneur to participate at the Frankfurt international trade show.  
In this picture, we can see Oliviero Pigni with his uncle Marino on his right side and Mr Thomas Lo Duca, USA distributor of Eko guitars.

#### 1967

With Oliviero's death all development projects slowed down, however, the company continued to produce for almost 20 years.

#### 1968

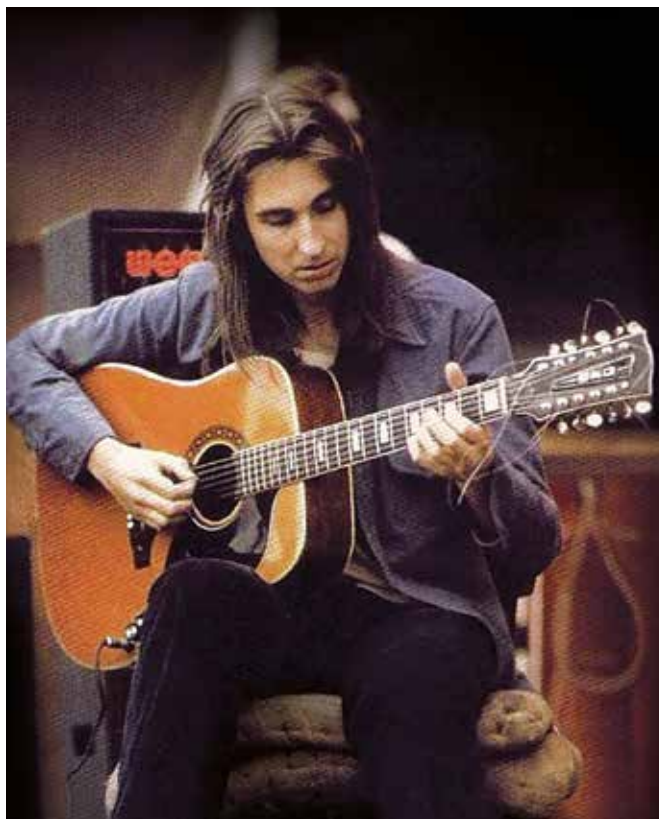
In order to manage the ever-growing Asian competition, Eko started to produce copies of the most important and famous US guitars.

Over the years, the company focused mainly on the manufacture of keyboards and organs.

#### 1973

The Ranger Series acoustic guitars became the main object of production in the 70's.

In those years, among the main artists to use an Eko Ranger, stood out Gerry Rafferty (Stealers Wheel), Jimmy Page (Led Zeppelin), David Bowie, Mike Rutherford (Genesis), Eric Clapton, Jethro Tull, Johnny Marr (The Smiths), Mick Taylor (Rolling Stones) and many more.



Mike Rutherford, founding member of Genesis in 1967, initially as a bassist and backup vocalist.  
In later incarnations of Genesis, he assumed the role of lead guitarist.



Jimmy Page can be seen in this image with a Eko Ranger VI.  
According to Pro Guitar Shop, "This acoustic was used to record the rhythm track for Thank You at Morgan Sound Studios in 1969."



Jethro Tull



Mick Taylor is an English musician, best known as a former member of John Mayall's Bluesbreakers and the Rolling Stones.

## 1985

EKO definitively ceased its activity. Eko guitars, however, remained in the annals of the most famous magazines as a trend that marked an era, making the 'made in Italy' its most important feature. Many people affirm that an Eko Ranger compared to other more expensive guitars is the best deal available on the vintage market, as it offers 90% of the sound for less than 20% of the price.

## 1987

Oliviero's brother, Lamberto, took over the control of the company. Thanks to a commercial consolidation, Lamberto drove the company towards the revival of the EKO brand, resuming the guitars production. An extremely determined personality joined him.



Stelvio Lorenzetti, Lamberto Pigni, Giuseppe Casali, Umberto Tonnarelli.

## 2000

Eko launched a line of products called "Eko's Back": the guitars, manufactured in the Czech Republic thanks to contemporary production techniques, were reproductions of the famous Eko vintage models. It was Lamberto Pigni himself who encouraged the management to take on a new and stronger production - promoted by national guitarists - in order to raise the company's fortunes.

## 2005

Eko officially resume the production and distribution of its acoustic and electric guitars, both at industrial and artisan level.



The singer, songwriter and musician Nek and his Nek Signature (based on the Ego Legend, following the artist requirements to have a very performing guitar for stage but also for studio recording sessions).

## from 2005 to the present day...

After years of research, development and product standardization, lowering production costs and looking for new international markets, the management has focused on brand promotion through brand ambassadors. The project leading has been entrusted to Massimo Varini, internationally renowned concert performer and teacher, who has conceived a new and original range of guitars.



Giorgio Polenta, Stelvio Lorenzetti, Umberto Tonnarelli, Massimo Varini, Roberto Fontanot during a company event called: INSIDEKO.



Massimo Varini, Eko Project Leader and famous Italian guitarist, during an instore tour in Italy.

After having experienced a period of splendor, and subsequently of decline, the company has risen from its ashes like a phoenix, to take flight and now succeed in being competitive on the market and producing quality instruments.



Historical photo of an handmade Eko Guitar.

Sixty years of History, but especially of Stories: since 1959 the Eko guitars have fascinated guitarists all over the world, each with their own passion to cultivate, their talent to express, the desire to tell and share their inner world.

We are proud of it, because we have been ever since close to those who make music their lives.

We are still doing it, and for this reason we are proud to be part of the History of Music.

We do not just produce guitars: we like to think we are creating guitarists.

## INTERVIEW / STELVIO LORENZETTI



**Mr. Lorenzetti, 2019 will be a very important year for Eko Guitars. Why?**

Mainly because it marks the 60th anniversary of the foundation of Eko. It was 1959 and Italy was laboriously recovering after the end of WWII. This was the pioneering era, during which our guitars, in a short time, have reached every corner of the world. Today, we are relaunching this challenge with the second phase in Eko's life.

**How?**

We are the history of the best Made in Italy of all the time, so we decided to bring the manufacturing back to Italy.

**All guitars?**

This is our goal but, at the moment, we are dedicated to two models in particular, with great attention

to every detail: the Made in Italy *Infinito* guitar and the *Ranger Futura*, assembled and finished in our laboratories.

The *Infinito* is a tribute to our territory, which gave birth to one of the greatest poets in the world: Giacomo Leopardi. And, look at what a wonderful combination, the 60th year of Eko coincides with the 200th anniversary of the creation of *L'Infinito* poem.

**So, while all companies are still relying on China, are you going to go against the tide?**

China is going through big changes and it becomes increasingly difficult to keep up with them. It is really hard. As regards high-quality products, such as *Infinito* guitar, our Users particularly appreciate Western manufacturing, and especially the Made in Italy.

# CATALOG 2019

## THE NEWS

The 2019 Catalog is full of news, but the most important is the return to production in Italy! Contrary to what is happening to many Companies, which bring production abroad, we at Eko are returning to Italy with a production line that is currently at the craft level, but with optimization of construction processes that will allow us to reach good numbers.

The INFINITO guitar is the first example, but also the RANGER FUTURA, which is instead a “Designed and Assembled in Italy” instrument. Just on this I would like to make clear: RANGER FUTURA is built with semi-manufactured products produced by our factories in China, and the production processes implemented to complete it would enable us to (legally) use the words “Made in Italy”, a choice for which we have not opted.

One of our most important rules is transparency and honesty towards guitarists who choose our instruments; our guitarists must know how and where the instruments are built.

### INFINITO, MADE IN ITALY

The new Eko Infito represents the R & D laboratory, featuring interesting innovations in terms of construction.

Authentic Italian Alpine Spruce was used for the top, top bracing and back bracing; Italian Walnut for the fingerboard, bridge, and rosette.

The neck is made in Okoume, a wood of the Mahogany family that stands out for its extreme lightness.

For back and sides, we decided to use Solid Okoume Flamed treated with ETS (Eko Tone System is a treatment with aniline and special lamps to embellish and make deeper the typical veins of this exotic wood, in addition to improving the bass response).

The final-dress of the instrument is made with a finish produced a few miles from the Eko Guitars factory after careful research and in collaboration with Roberto Fontanot luthier: the result is an extremely resistant finish but with minimum thickness, with an effect very close to the open-pore.

The innovations for eliminating metal parts from the INFINITO guitar are essential: 3 anti-torsion carbon fiber bars, calibrated in different thicknesses, ensure the absolute stability of neck and fingerboard; nut and saddle are also in carbon fiber. In carbon fiber are also the tuning machines, very important elements with a very precise ratio of 21:1 that allow fine tuning and offer the fantastic feeling of having no added weight on the headstock; just think that the 6 tuning machines together weigh about as a standard metal one.

The INFINITO rosette, also realized in Italian Walnut and Mother-of-Pearl, recalls an interweaving that refers to the bond between Eko and Recanati, drawing the symbol of INFINITO.

This guitar comes with no preamp system because, being these instruments dedicated to demanding musicians looking for great sonic performance, the choice of a preamp rather than another would have determined a different attention to the sound and feel...whether the guitarist is a fingerpicker or a songwriter who accompanies himself in



Massimo Varini, Eko Project Leader

strumming, he will find in the INFINITO very personal characteristics: at his discretion the option of how to amplify this fantastic instrument. Eko will offer different customization options.

Since its foundation, Eko Guitars has been closely related Marche and Recanati. In 2018, on the threshold of the 60th Anniversary, Eko Guitars returns to

manufacture in Italy proposing a Made in Italy instrument named “INFINITO”: a tribute to the famous poem by Leopardi, also from Recanati.

This instrument introduces important innovating elements for the Acoustic Guitar, and in addition to sound and aesthetics, what immediately strikes is the extreme lightness in terms of weight,

sought through a careful selection of materials; lightness also understood as aesthetic sobriety and typically Italian style.

The research and treatment of materials, to contain the weight, is all in favor of the sound that results “free”, the instrument has no metal components that in addition to weight add elements of sound absorption.





## RANGER FUTURA, TRADITION THAT IS RENEWED

The Ranger Futura model by Eko Guitars was created to celebrate what is probably the most representative guitar of the Italian brand, the Eko Ranger. Ranger Futura is designed and assembled in Italy using solid Italian Spruce for the top and for the internal bracing, figured Okoume for back, sides and neck, South American Roupana for fingerboard and bridge. The bracing is specifically designed for Ranger Futura, and is made entirely in solid Italian Spruce.



The newly designed truss rod consists of three carbon bars positioned and fixed inside the neck. A fundamental feature is the neck / body joint which, as in the historical Eko Ranger, is made using four screws. This choice, in addition to preserving the Eko tradition, (it has been taken as a standard by other important

and famous brands), allows to keep the production cost more contained and at the same time give the instrument very interesting features of attack, response and sustain: especially when compared with guitars in the same price range. The sixties-inspired Decal rosette is the detail that immediately catapults us into

the atmosphere of the time. The hole has an ivory-color Abs binding. The guitar features Grover tuning machines. The removable single coil pickup allows you to effectively amplify the new Ranger and at the same time it fits perfectly with the vintage look of the instrument.





## CATALOG 2019

**ACOUSTIC GUITARS**  
 NXT SERIES  
 ONE SERIES  
 ONE ST SERIES  
 VINTAGE REISSUE SERIES  
 EVO SERIES  
 EGO SERIES  
 MIA IV SERIES  
 WOW SERIES  
 THE ITALIAN SERIES

**ELECTRIC GUITARS**  
 HOLLY BODY SERIES  
 VINTAGE REISSUE SERIES  
 ELEMENTS SERIES

**CLASSIC GUITARS**  
 CS SERIES  
 VIBRA SERIES

**UKULELE**  
 PRIMO SERIES  
 DUO SERIES  
 EVO SERIES  
 EGO SERIES

**STRINGS**  
 ACOUSTIC STRINGS  
 CLASSIC STRINGS  
 ELECTRIC STRINGS  
 UKULELE STRINGS

**AMPLIFIERS**  
 EKO AMPLIFIERS SERIES  
 V SERIES  
 AC SERIES  
 B SERIES  
 I-5G SERIES

**ACCESSORIES**  
**PICK-UP**  
**HEART SOUND PICKUPS**  
**BAGS**



**MARCO POLO MM**  
 EGO SERIES  
 COLORS: Natural



**MARCO POLO 50**  
 EGO SERIES  
 COLORS: Natural



**ALPS 018J EQ**  
 EGO SERIES  
 COLORS: Natural



**EVO III 018 CW BLEND EQ**  
 EVO SERIES  
 COLORS: Natural



**EVO III D CW BLEND EQ**  
 EVO SERIES  
 COLORS: Natural



**EVO III BARITONE BLEND EQ**  
 EVO SERIES  
 COLORS: Natural



**MIA IV 018 EQ**  
 MIA IV SERIES  
 COLORS: Natural



**MIA IV 018 CW EQ**  
 MIA IV SERIES  
 COLORS: Natural



**MIA IV NYLON EQ**  
 MIA IV SERIES  
 COLORS: Natural



**MIA IV D CW EQ**  
 MIA IV SERIES  
 COLORS: Natural



**NXT 018 CW EQ**  
 NXT SERIES  
 COLORS: Natural//Black/  
 Blue Sunburst



**NXT D XII EQ**  
 NXT SERIES  
 COLORS: Natural



**TERO RELIC**  
 ELEMENTS SERIES  
 COLORS: Sunburst



**NXT BASS D CW EQ**  
 NXT SERIES  
 COLORS: Natural/Black



**CS15**  
 CS SERIES  
 COLORS: Natural



**VIBRA 100**  
 VIBRA SERIES  
 COLORS: Natural



**VIBRA 150 EQ**  
 VIBRA SERIES  
 COLORS: Natural



**VIBRA 200**  
 VIBRA SERIES  
 COLORS: Natural





**INFINITO 018**  
THE ITALIAN SERIES  
COLORS: Natural



**RANGER FUTURA**  
THE ITALIAN SERIES  
COLORS: Natural



**WOW KOA**  
WOW SERIES  
COLORS: Natural



**WOW COCOBOLO**  
WOW SERIES  
COLORS: Natural



**WOW OVANGKOL**  
WOW SERIES  
COLORS: Natural



**EGO ICON II EQ**  
EGO SERIES  
COLORS: Natural



**ONE ST 018 CW EQ ETS**  
ONE ST SERIES  
COLORS: Natural/Vintage Burst



**ONE ST NYLON EQ ETS**  
ONE ST SERIES  
COLORS: Natural/Vintage Burst



**ONE 018 CW EQ**  
ONE SERIES  
COLORS: Natural/Vintage Burst



**ONE D**  
ONE SERIES  
COLORS: Natural/Vintage Burst  
EQ: Yes



**RANGER VI VR TOP STAINED**  
VR SERIES  
COLORS: Natural/Honey Burst  
EQ: Yes



**RANGER XII VR TOP STAINED**  
VR SERIES  
COLORS: Natural/Honey Burst  
EQ: Yes



**NXT PARLOR**  
NXT SERIES  
COLORS: Natural/Black



**NXT NYLON CW EQ**  
NXT SERIES  
COLORS: Natural/Black



**NXT 018 EQ**  
NXT SERIES  
COLORS: Natural/Black/  
Blue Sunburst



**AIRE STANDARD**  
ELEMENTS SERIES  
COLORS: Natural



**AIRE LITE**  
ELEMENTS SERIES  
COLORS: Black/Sunburst



**AIRE RELIC**  
ELEMENTS SERIES  
COLORS: Sunburst/Fiesta Red/  
Daphne Blue



**VIBRA 300 (CITES)**  
VIBRA SERIES  
COLORS: Natural



**DUO GUITALELE**  
DUO SERIES  
COLORS: Natural



**DUO UKUBASS**  
DUO SERIES  
COLORS: Natural



**DUO UKULELE SOPRANO**  
DUO SERIES  
COLORS: Natural EQ: Yes  
SHAPE: Soprano/Concerto



**EVO UKULELE SOPRANO EQ**  
EVO SERIES  
COLORS: Natural  
SHAPE: Soprano/Concerto



**EVO MICROLELE**  
EVO SERIES  
COLORS: Natural

# RAW MATERIALS AS A STRENGTH THE ITALIAN WOOD

Another very important aspect is linked to our peninsula and to the use of the famous Italian Spruce: we use it both for the tops, with a selection of different qualities from the first choice up to the Master (WoW), and for the top bracing and the back bracing.

So Infinito and Futura use Italian Spruce, as well as WoW, Marco Polo SO, and Alps. Eko Guitars was the first guitar for many hundreds of thousands of guitarists, we will never betray our tradition of building economic-range guitars characterized by a great quality-price ratio, but our goal is and always will be to be (or become) also the second, the third guitar: the one with which you started to pursue a dream and the one to hold in your hand while the dream is being realized.

## INTERVIEW / ROBERTO FONTANOT



### **Roberto Fontanot, as luthier of this historic company, what do you think is the main peculiarity of this new catalog?**

In this new catalog we can see the first results of the work we have been carrying out for several years and which aims to bring the production back to its origins, in Italy.

In 2019, we return to using Italian wood in some of our best products.

The main peculiarity is therefore the ever-increasing quality of our models thanks to our skills and resources, like the wood of our territory.

### **Which guitars are built using Italian wood?**

On the basis of constructive design and materials, we have chosen five models that represent the best of our catalog.

The first two are the Made in Italy *Infinito* guitar, and *Ranger Futura*, an instrument that we like to call Designed & Assembled in Italy.

The other three models are: the *WOW* guitar (WOW is the acronym of Wood of the World), the *Marco Polo SO* guitar, in honor of the most famous Italian explorer, and the *ALPS* guitar, an homage to our territory.

## WOW



An uncompromising series based on a selection of woods from all over the world. The WOW series, (WOW is the acronym of Wood of the World, but also the exclamation of those who see these guitars for the first time), is the top of the EKO catalog range. Every single one of these guitars is unique and each piece of wood is selected from a wide range of fine materials such as Cocobolo, Ovangkol, Koa, Ebano and others.

Roberto Fontanot Master Luthier carefully selects the woods for each instrument, creating masterpieces that will make every musician happy. The variety of woods used for back and sides in each guitar will give these instruments completely different sound characteristics.

The choice of the wood for the top has fallen on the Italian Spruce chosen in a best-quality highly figured version, coming from a region of the Alps known for supplying wood used in the production of the best violins in the world: only a few producers can access these private reserves.

Based on the EKO 018 design, the WOW guitar shape features a very compact size with reduced depth, in order to produce an immediate sound response, avoiding the annoying emphasis of the lower frequencies.

As for tuning machines, we have chosen the qualitatively impeccable Grover Vintage open gear Butterbean, in Gold or Chrome Eko Design finishes. The bridge also is conceived and designed by Eko.



## MARCO POLO

**"You will hear it for yourselves and it will surely fill you with wonder."**

Marco Polo, the most famous Italian traveler and explorer, wrote this phrase telling about his long travel from Europe to Asia in 1271. Going down this path, the perfect guitar was created for all the music lovers who don't want to give up on carrying with them their instruments in their travels around the world.

The Marco Polo is one of the Eko Guitars family jewels that shines for its sound quality and its aesthetic components such as the beautiful sound-hole rosette, where the word "traveler" has been engraved in various languages using a sophisticated precision laser. In order to honor Marco Polo's Italian roots, the Italian Spruce was selected as the main wood to build this

unique instrument.

Thanks to the high sound performance of the Italian spruce as well as the famous Ovangkol, used for the back and the sides, this "travel-guitar" offers an unexpectedly warm and balanced sound.

The equalizer chosen for this instrument couldn't be less than the high-quality Fishman Flex Blend realized also with an onboard microphone. And to finish the job, an elegant and practice case, built with a waterproof material, easy and comfortable to carry.

The Marco Polo Guitar, made by Eko Guitar, is available in two models: Marco Polo SO made with Italian Spruce for the top and Ovangkol for the back and the sides and with a Fishman Flex Blend equalizer with onboard microphone.

Marco Polo MM made entirely of Mahogany and with a Fishman Flex equalizer.





## ALPS



The Italian Alps are a mountain range system stretching approximately 1,200 kilometers in the north of the Italian peninsula.

The Spruces have donated the woods for the construction of the most famous instruments in the world: the violins of Stradivari, Amati, Guarneri del Gesù and many others were created using woods coming from the Italian Alps.

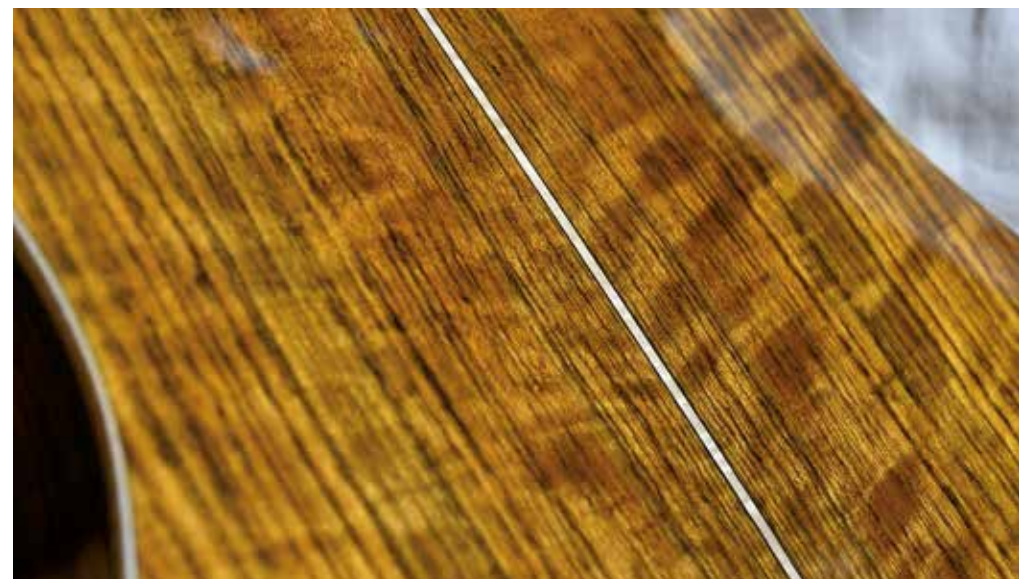
For the first time Eko has also used these woods on low priced instruments, such as the Alps guitar, whose top is in solid Italian Spruce (also used for internal bracing) combined with back and sides in a beautiful figured Koa. All these features

combining with a 650mm scale length and a 43mm fingerboard width at the nut, unlike the other series that on the 018 shape feature 630mm scale length / 46mm fingerboard width at nut.

The Eko Alps 018J Acoustic Guitar features a 018J cutaway shape body.

The 018J shape, compared to the 018 shape, has a more generous shape and greater depth, aspects that approach it to a J (Jumbo) but always keeping a charm close to an instrument suitable for fingerstyle.

For the ALPS series we have created an inlaid rosette made of wood and mother-of-pearl inspired by the unmistakable profile of the Alps.





# EKO GUITARS

## A BIG FAMILY

Sixty years of History, but especially of Stories: since 1959 the Eko guitars have fascinated guitarists all over the world, each with their own passion to cultivate, their talent to express, the desire to tell and share their inner world.

We are proud of it, because we have been ever since close to those who make music their lives.

We are still doing it, and for this reason we are proud to be part of the History of Music. We do not just produce guitars, we like to think we are creating guitarists.

In sixty years we have created more guitarists than guitars, because an Eko guitar is handed down from generation to generation.

### EKO GUITARS TEAM



**STELVIO LORENZETTI**  
CEO



**UMBERTO TONNARELLI**  
Domestic Sales Director



**FRANCESCO D'ASTORE**  
CFO & COO



**SERGIO OREGLIO**  
Sales & Marketing Consultant



**MASSIMO VARINI**  
Eko Project Leader



**ROBERTO FONTANOT**  
Master Luthier



**GIORGIO POLENTA**  
Senior Account Manager Eko Guitars



**GIOVANNI MATARAZZO**  
Corporate Communication Manager  
& Photographer



**SALVATORE CURCIO**  
Export Manager Eko Guitars



**ALESSANDRO TRAVAGLINI**  
Export Department



**FEDERICO SIMONAZZI**  
Marketing Manager



**CRISTIANO RAGNI**  
Web Manager



**EMILIO FIORINI**  
Web Assistant



**HENRY RUGGERI**  
Web Content Creator  
& Photographer



**ALAN STRIGLIO**  
Product Specialist Eko Guitars



**MATTEO MARINELLI**  
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Graphic & Creative Designer



**VALERIA MOZZONI**  
Back Office Graphic Designer



**MANUELA MORBIDONI**  
Import Office



**CHRISTIAN HURST**  
Warehouse Manager



**PASQUALE GAETANI**  
Senior Quality Control  
and Repair Eko Guitars



**UMBERTO SPERANZA  
PERTICARINI**  
Quality Control Eko Guitars



**FRANCESCO MINNOZZI**  
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