

Responsible Guitar Building In The 21st Century

 Martin & Co.
EST. 1833



Individuals, companies and countries are feeling the ecological and economic impact of tropical rainforest destruction, temperate forest mismanagement, global warming and species endangerment.

Martin Guitar customers sometimes inquire about what we as a company are doing to contribute to the preservation and management of natural resources.

At Martin Guitar, we formalized our long-standing ecological policy in 1990. Our ongoing program embraces the judicious management and responsible use of traditional natural materials and encourages the introduction of alternative wood species.

We take great pride in being a pioneer in our industry in this important area.

Our **research** led to the introduction and widespread acceptance of guitars utilizing structurally sound woods with natural cosmetic characteristics formerly considered unacceptable. We strive to be a responsible environmental leader in our industry and educate our customers through wood use efficiency and our introduction of numerous alternative wood guitars.

We are 100% committed to following the directives of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) treaty as the governing authority on endangered species and the U.S. Lacey Act, a long standing wildlife trafficking statute, which was amended in mid 2008 by Congress to include banning the import, sale or trade in illegally harvested wood and forest products.



Statement of Philosophy

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Through the SmartWood program of the Rainforest Alliance, we achieved Forest Stewardship Council (FSC) chain of custody certification from November 1997 through December 2004 and we were recertified in November 2007. In the interim, we initiated our own Sustainable Wood Guitar Series program.

In our ongoing effort to **seek viable alternatives** to rare wood, we have vigorously researched and implemented alternative materials that are well suited for guitars, among them: patented high-pressure laminates (HPL) for the popular X Series and Little Martin guitars; aluminum tops for the ALternative X models; Stratabond laminate for neck blanks; Micarta, a unique fiber laminate, for fingerboards and bridges; and a shell laminate called AbaLam that greatly increases the yield of precious abalone and mother of pearl for decorative inlays.

(FAR LEFT) SWDGT, Sustainable Wood Series guitar made from environmentally friendly alternative woods.

3 Cherry Uke, the first Martin with all FSC certified wood content.



The mark of responsible forestry



At Martin Guitar, we encourage and actively pursue the use of alternative and substitute species of woods:

For several years, we have been at the forefront in tone testing and the development of alternatives for acoustic guitar construction, having introduced new models that utilize domestic woods such as ash, maple, walnut, cherry and red birch, as well as Engelmann spruce, larch and Western red cedar. We continue this experimentation and attempt to educate dealers and customers about the aesthetic and tonal viability of alternative woods.

Martin Guitar takes a strong stand:

We are committed to sourcing wood and wood fiber products that *avoid* the following circumstances:

- Illegally harvested wood
- Wood harvested in violation of traditional and civil rights
- Wood harvested in forests where high conservation values are threatened by management activities
- Wood harvested in forests being converted to plantations or non-forest use
- Wood from forests in which genetically modified trees are planted

We favor legislation that would control the unlimited over-harvest of old-growth timber. In addition, we oppose clear cutting and the burning of tropical timber to create grazing and farm land.

We favor a ban of U.S. log exports to create more value-added employment and to achieve greater control of our domestic resources.

We oppose the purchase or use of ivory or other raw materials derived from endangered animal species. We refuse requests for these materials on any of our instruments and actively promote the use of alternative materials for such components.



Martin Guitar opposes the waste of wood:

Although we purchase only the highest quality materials available, occasionally stock that we have purchased does not make the high grade required for a Martin guitar. These components are resold to other woodworkers, luthiers or craftspeople at our Guitarmaker's Connection supply shop. In addition, we utilize smaller pieces of wood on 3-piece back models, LX "Little Martin" models and the unique Backpacker travel guitars. Wood scraps and sawdust too small for use are isolated for proper recycling and energy use.

Martin Guitar supports ecological programs:

We encourage and support vendors of wood that conduct responsible forest management and reforestation. We advocate reputable, global third party certification programs, such as the FSC, that verify forestry practices and sources as being well managed and sustainable.

We recycle paper products (computer paper, shipping cartons, phone books, etc.) so that the unnecessary harvest of trees for paper pulp is reduced. In addition, all Company catalogs and literature are printed on FSC certified paper stock with biodegradable inks. Other manufacturing materials such as aluminum, brass and copper are recycled as well.

Conserving energy is a priority in our building improvement projects and daily operating practices. In many production and office areas, special lighting is activated only when coworkers are present.

The MusicWood Coalition in Alaska

(left to right) - Larry Edwards and Scott Paul of Greenpeace, Nick Colesanti of Martin Guitar, Rob Stangelini of Fender, Bob Taylor of Taylor Guitars and Dave Berryman of Gibson standing with Sitka spruce.

(photo courtesy of Nick Colesanti)



Company Policies

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Several of our most popular models are made with a three-piece back (*OMC Red Birch model shown*)

X Series and Little Martin® models are made from patented high-pressure laminates (HPL) (*00CXAEBLACK model shown*)

Backpacker® instruments are made from smaller pieces of quality hardwoods (*Steel String model shown*)



We are a charter member of **The Good Wood Alliance**, a grass roots organization of woodworkers working to protect the forest ecosystem for the benefit of the inhabitants, the woodworking community and future generations. The Good Wood Alliance is exploring methods of sustainable timber harvest and supports projects engaged in such activities.

At Martin Guitar, we have joined other guitar manufacturers in the Greenpeace MusicWood initiative. The partnership's flagship program is to encourage sustainable management and logging of Sitka spruce in southern Alaska, and they have recently begun to focus on Ebony and Rosewood sources in Madagascar. For more information on this project, go to: www.musicwood.org. We also purchase wood reclaimed from Sitka spruce logs destined to be ground for paper pulp or shipped overseas for construction.

We source mahogany and Spanish cedar harvested from conservation-minded vendors in regions where the environmental impact is the least felt. All our mahogany is 100% CITES certified prior to entry into the United States.

India has been one of the world leaders in responsible forest management and the cutting of existing East Indian rosewood stands in India is strictly regulated. We have been fortunate that East Indian rosewood for guitar backs and sides, harvested primarily from trees that shade tea plantations, is particularly well managed through carefully regulated government auctions.



Martin Guitar does even more

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There will always be a demand for high quality wood guitars, but availability will define the materials that are used in instruments of the future. We intend to continue to lead our industry by conducting our business in the most environmentally responsible way while continuing to offer our customers the highest level of quality in the guitars we produce.



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