

Taylor Guitars Testimonial

Wanted: Sexy location!

When the American company Taylor Guitars decided to capture the European market, it needed a suitable head office. "Founders/owners Bob Taylor and Kurt Listug had a clear list of the requirements the location had to meet," says Dave Kentie, Europe Operations Manager. "Taylor Guitars is Rock & Roll! So it was also extremely important that we were located in Amsterdam, a place with a sexy image."

Dave Kentie - Europe Operations Manager



There are more business parks near Amsterdam Airport Schiphol, but it was the Amsterdam name that had to grace the calling card. And so it did. That the price per square metre was a few euros more than in a park outside the Amsterdam Metropolitan Area was something the management was willing to accept. "See it as part of the advertising campaign," said Dave. "Besides, this park has a beautiful green appearance and we like that there is park management that ensures that the quality remains high."

Amsterdam Airport Schiphol mainly handy for passengers

"Of course it was important that Amsterdam Airport Schiphol and the high-speed train lines were easily and quickly accessible; after all, we are an international company. For us, however, this wasn't about freight transport. We send the guitars we have in stock in our warehouse throughout Europe with UPS. It's handy for us to be close to the airport, though, because Taylor Guitars

does a lot in terms of exchanging knowledge and skills between employees as well as with the sales people across Europe who sell our guitars. Knowledge exchange is something we do face-to-face, either here on the shop floor or in our showroom."

For the collector

Taylor Guitars makes, sells and distributes guitars around the world, as it has for almost forty years. From customised items to stock from the collection, every piece is of extremely high quality. Among their clients, they count Prince, Taylor Swift, Jason Mraz and Alain Clark, but devoted collectors and well-paid professional guitarists are seduced by the quality of Taylor guitars too. The office at Business Park Amsterdam Osdorp serves mainly as a distribution centre and training facility, but repairs are also performed here. Ten employees work in the office here and another 11 sales staff are on the road working to expand the network of some 200 shops. Annually, Taylor Guitars sells more than 100,000 guitars around the world.



Hear the heart of Taylor Guitars



Anything done with passion, perception and compassion can only be good. And that point is proven when we examine the Taylor Guitars company more closely. The story starts with two Americans: one who's good with his hands and an eye for carpentry and the other with a talent for commerce. Together, Bob Taylor and Kurt Listug bought a small guitar workshop in 1974 and turned it into one of the world's leading manufacturers of acoustic and electric guitars, where artists like Prince come to order their guitars.

Taylor Guitars, established in El Cajon, California, has about 700 employees and produces more than 500 guitars per day. When Taylor and Listug decided to capture the European market and facilitate distribution, the office at Business Park Amsterdam Osdorp opened, in 2011. This location serves some 200 distributors across Europe. Not only do the distributors receive guitars from the Amsterdam warehouse, sales reps also receive training here. After all, you don't just sell a Taylor Guitar off the cuff. 'First experience it, then do it': so goes the motto. Taylor is happy to invest in technology and people; indeed, employees are the soul and the strength of a well-running business.

Home made

An interesting fact about Taylor Guitars is that they really can and do everything in-house. The

latest technology is applied in their state-of-the-art workshops and they are able to innovate continuously because the engineering and construction of the machines is all in their own hands. After all, no one understands what it takes to create that special Taylor sound as well as the craftsmen themselves. But they don't outsource marketing or sales either. They even make their own backdrop for their stand at trade fairs. That said, the company doesn't keep secrets. Everyone is more than welcome to take a tour around the American workshop, an opportunity some 25 to 30 guitar-lovers take advantage of every day.

You're famous and you want something special

At Taylor Guitars, you can choose from the particularly extensive guitar collection. Various shapes and types of woods are used, ensuring that there is a suitable guitar for every kind of guitarist. In fact, shops are only allowed to sell Taylor Guitars if they are prepared to display at least 18 models from the collection. The management is convinced that you can't make a proper choice otherwise. But you can also have a custom guitar made. Of the world's guitars, Taylor guitars are considered to have the best sound and be the easiest to play. It's with good reason that this guitar specialist counts so many famous artists

among its clientele. The subtle Taylor Guitars logo shines on the guitars of such names as Dave Matthews, Taylor Swift, Prince, Jason Mraz, Zac Brown and Alain Clark. That's not to say that the guitars are only available to big names. Devoted collectors and well-paid professional guitarists are seduced by the quality of Taylor guitars as well.

Compassion

Although Taylor Guitars is flourishing, the company is definitely not just in it for the money. Bob and Kurt have their hearts in the right place, as they showed when they had the opportunity to buy an ebony tree farm and sawmill. The ebony mill in Cameroon cuts down and processes the threatened exotic black wood. Ebony is used in guitar production and is extremely expensive, because the wood is on the verge of extinction. Immediately after the purchase, Taylor and Listug doubled the workers' salaries and legalised the entire logging and production process. They also addressed the waste aspect; previously, many trees were cleared unnecessarily. If, after cutting the tree down, it turned out the wood didn't possess the desired black colour, the wood was discarded. They decided to also use the more flamed wood from that day forth. It's a good example of what the two men behind Taylor Guitars do to keep their big business small and personal.