

D'Addario XT



D'Addario introduces a new string brand: D'Addario XT strings for electric, acoustic, and classical guitar, electric and acoustic bass, mandolin, and banjo.

- **Guitar, Bass, Mandolin, Banjo**

- An extended lifespan treatment on *every string* in the set preserves the natural tone and feel of uncoated strings. Strings last at least 4 times longer than traditional uncoated strings without sacrificing the tone or feel that players know and love.
- NY steel and Fusion Twist technologies deliver unrivaled tuning stability and break resistance. Strings stay in tune 131% better than traditional strings!

- **Classical Guitar**

- D'Addario XT classical string sets feature our Pro-Arté Composite Core basses, with an extended lifespan treatment applied to the wrap wire. Paired with precisely drawn Pro-Arté trebles, this string set delivers full dynamic response, true intonation, and long-lasting performance.



- **Packaging**

- External packaging

- The minimalistic yet bold packaging design creates uncluttered visual space on dealer string walls and delivers a premium consumer experience.
- Product data vertically oriented along the right edge of the packaging clearly identifies the instrument, string set gauges, wrap wire alloy, key benefits, and the XT product designation.

- Redesigned inner packaging

- The redesigned, premium inner packaging features a re-sealable zip closure, for ease of opening as well as storage of unused strings.
- VCI corrosion inhibitor technology embedded in the packaging material protects the strings prior to use, ensuring strings stay as fresh as the day they were made.
- Inner packaging is marked with a Players Circle code for product identification, registration, and authentication apart from the outer packaging. Players can collect points to get rewarded with free D'Addario product and merchandise.

- Elimination of cardboard packer boxes

- D'Addario XT string sets will be delivered to dealers as single sets or in *banded* bundles of five.

XT Portfolio by Instrument

**For those of you familiar with our EXP product line, we've included the relative comparison of the old EXP SKU to the new and improved XT SKU.*

Acoustic Gtr. Phosphor Bronze					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP15	XTAPB1047	Set Acoustic Guitar XT Phosphor Bronze 10-47, Extra Light	\$28.25	\$12.99	019954308650
EXP16	XTAPB1253	Set Acoustic Guitar XT Phosphor Bronze 12-53, Regular Light	\$28.25	\$12.99	019954308667
EXP17	XTAPB1356	Set Acoustic Guitar XT Phosphor Bronze 13-56, Medium	\$28.25	\$12.99	019954308674
EXP19	XTAPB1256	Set Acoustic Guitar XT Phosphor Bronze 12-56, Light Top/Medium Bottom	\$28.25	\$12.99	019954308681
EXP26	XTAPB1152	Set Acoustic Guitar XT Phosphor Bronze 11-52, Custom Light	\$28.25	\$12.99	019954308704

EXP38	XTAPB1047-12	Set Acoustic Guitar XT Phosphor Bronze 10-47, 12-String Light	\$44.50	\$22.99	019954308711
Acoustic Gtr. 80/20 Bronze					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP10	XTABR1047	Set Acoustic Guitar XT 80/20 10-47, Extra Light	\$26.00	\$12.99	019954308735
EXP11	XTABR1253	Set Acoustic Guitar XT 80/20 12-53, Regular Light	\$26.00	\$12.99	019954308773
EXP12	XTABR1356	Set Acoustic Guitar XT 80/20 13-56, Medium	\$25.75	\$12.99	019954308797
EXP13	XTABR1152	Set Acoustic Guitar XT 80/20 12-56, Light Top/Medium Bottom	\$26.00	\$12.99	019954308810
EXP14	XTABR1256	Set Acoustic Guitar XT 80/20 11-52, Custom Light	\$26.00	\$12.99	019954308834
EXP36	XTABR1047-12	Set Acoustic Guitar XT 80/20 10-47, 12-String Light	\$44.50	\$22.99	019954308858
Electric Gtr.					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP110	XTE1046	Set Electric Guitar XT Nickel 10-46, Regular Light	\$21.75	\$9.99	019954308872
EXP115	XTE1149	Set Electric Guitar XT Nickel 11-49, Medium	\$21.75	\$9.99	019954308889
EXP125	XTE0946	Set Electric Guitar XT Nickel 09-46, Super Light Top/Regular Bottom	\$21.75	\$9.99	019954308902
EXP120	XTE0942	Set Electric guitar XT Nickel 09-42, Super Light	\$21.75	\$9.99	019954308926
EXP140	XTE1052	Set Electric Guitar XT Nickel 10-52, Light Top/Heavy Bottom	\$21.75	\$9.99	019954308933
Bass Gtr.					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP170	XTB45100	Set Electric Bass XT Nickel, 45-100, Regular Light Long Scale	\$55.00	\$27.99	019954309053
EXP170-5	XTB45130	Set 5-String Electric Bass XT Nickel, 45-130, Regular Light Long Scale	\$64.00	\$31.99	019954309077
EXP160	XTB50105	Set Electric Bass XT Nickel, 50-105, Medium Long Scale	\$54.75	\$27.99	019954309084
EXP165	XTB45105	Set Electric Bass XT Nickel, 45-105, Light Top/Medium Bottom Long Scale	\$54.50	\$27.99	019954309107
Classical Gtr.					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP45	XTC45	Set Classical Guitar XT Composite, Normal Tension	\$27.00	\$13.99	019954309190
EXP46	XTC46	Set Classical Guitar XT Composite, Hard Tension	\$27.00	\$13.99	019954309206
EXP44	XTC44	Set Classical Guitar XT Composite, Extra Hard Tension	\$27.00	\$13.99	019954309213
Mandolin					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EXP74	XTM1140	Set Mandolin XT Phosphor Bronze, 11-40, Medium	\$28.25	\$12.99	019954309237
EXP74CM	XTM11540	Set Mandolin XT Phosphor Bronze, 11.5-40, Custom Medium	\$28.25	\$12.99	019954309244
EXP75	XTM11541	Set Mandolin XT Phosphor Bronze, 11.5-41, Medium/Heavy	\$28.25	\$12.99	019954309251
Banjo					
Relative	XT Item Number	Extended Description	Retail	US MAP	UPC
EJ60NY	XTJ0920	Set Banjo XT Nickel, 9-20, Light	\$16.00	\$7.99	019954309268
EJ61NY	XTJ1023	Set Banjo XT Nickel, 10-23, Medium	\$16.00	\$7.99	019954309275
N/A	XTJ1020	Set Banjo XT Stainless Steel, 10-20, Light/Medium	\$16.00	\$7.99	019954309282
N/A	XTJ09520	Set Banjo XT Stainless Steel, 9.5-20, Custom Light	\$16.00	\$7.99	019954311896

D'Addario & Company, Inc. • Farmingdale, NY 11735 USA • www.daddario.com

D'Addario is a registered trademark of D'Addario & Co., Inc. or its affiliates in the United States and/or other countries. © 2017 All rights reserved.