

***** For Immediate Release *****

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Port Macquarie, NSW
Australia

Port Mac Guitars commissions it's first PLEK Machine.

Port Mac Guitars have installed their first PLEK Machine at their Port Macquarie location. The unique abilities that the PLEK Machine offers together with their widely acclaimed GENIUS™ Guitar Enhancement System will provide customers an unparalleled guitar experience from early October.

“We have been working on this project for over 12 months and are extremely excited to offer this great improvement in quality to our customers as part of our all new GENIUS™ Guitar Enhancement System with PLEK. And just like our original GENIUS™ Guitar Enhancement System, PLEK will be included free with every eligible new or used guitar purchased through our store” says CEO and Founder, Rob Mestric.

PLEK is a computer controlled machine capable of extremely accurate measuring and cutting of fret surfaces to allow for results far greater than achievable by hand. It is also capable of cutting fingerboard nuts, bridge saddles, fingerboard planing and fret slotting. At the heart of PLEK is a powerful software suite that gives the operator unprecedented insight into the fretboard geometry of any given guitar being worked on. Scan results can be carefully examined and fret-dressing can be planned graphically all before any tooling touches the frets. This allows the operator to make minute adjustments to achieve the player's desired action and only remove the bare minimum of fret material.

“Any tool as powerful as PLEK is only as good as the operator. Our GENIUS™ Technicians have been diligently honing their skills having completed over 1700 manual fret-dresses, re-crowns and detailed fret polishing. This skill base gives us an immense depth of knowledge that we can apply when working with PLEK. There is no other guitar store in Australia who can come close to matching what we can give our customers now that we have added PLEK to our already successful GENIUS™ Guitar Enhancement System” says Mestric.

The GENIUS™ Guitar Enhancement System with PLEK will also be available for customer's own guitars. Please contact Port Mac Guitars directly for pricing and further details.

About Port Mac Guitars:

Port Mac Guitars is an Award Winning Australian based Guitar Retailer. Their customer-centric store policies aid customers all across Australia in purchasing guitars online with utter confidence and peace of mind. In 2016 they were awarded “Best Online Engagement” in NAMM's Top 100 Dealer Awards in Nashville, USA.

About Rob Mestric:

Rob Mestric is the CEO and Founder of Port Mac Guitars. Rob is a 17 year veteran in the music retail industry and is driven to improve the accessibility of high performing guitars to players everywhere in Australia. Rob is currently serving on the Executive Committee of the Australian Music Association.

