



**Elixir OPTIWEB Coated Electric Strings  
Awarded Best Guitar Accessory  
Nominated for Best Innovative Product**

You've read about it in industry publications and ads. You've heard about it from co-workers and players. You've maybe even experienced it firsthand. Now it is walking away with a coveted industry award.

It is the new revolutionary Elixir® OPTIWEB™ Coated Electric Strings.

Journalists from over 100 dedicated special interest magazines from all over the world nominated and voted for the best musical instrument of 2016/2017 for the prestigious Musikmesse International Press Award.

**OPTIWEB Coated Electric Strings** were just awarded...



**Best Guitar Accessory**  
and nominated for  
**Best Innovative Product**

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musikmesse  
international  
press award

**mipa 2017**

Elixir Strings couldn't be more proud, honored and excited by this global recognition. There's no better time than now to get these strings in stores. The buzz is high and consumer demand is even higher.



- Crisp tone show after show, session after session
- Natural feel and grip for ultimate playability
- Long-lasting tone life for less string changes

**Help us spread this exciting news!**

Please share this award recognition of OPTIWEB Coated Electric Strings in your social media, dealer newsletters/catalogs and discussions.

The *Elixir* Strings team