

Anthony Cuzo

Professor Rodwell

2/6/23

Writing for Engineers

Product Review Essay

The electric guitars made by Swedish youtuber and guitarist, Ola Englund, go under the name “Solar” guitars and have been around since 2017. (Solar Guitars, 1). Solar Guitars have 12 different guitar models that vary in colors, and some even come with one more string rather than having a normal 6 string. The engineering behind Solar Guitars isn’t much different than other electric guitars, however the efficiency, reliability, and cost make this brand a cut above the rest.

The engineering involved in Solar guitars includes stock wood, guitar gear/parts, and interior guitar necessities. The stock wood plays a vital part in the making of Solar guitars, as the wood makes up the entire guitar, quite literally meaning the body, the neck, and the top of the guitar. Once the wood is cut up using a saw or any other tool to cut wood, next would be to measure the dimensions of the guitar gear such as the pickups (guitar microphone found on the body) and cut those out of the guitar body. Once all dimensions are cut into the body of the guitar, the next step would be to run the internal wiring throughout the guitar body to connect the volume knobs to the guitar pickups. After this, the guitar can be painted to match any model desired by a consumer.

The efficiency of Solar Guitars ranges from size, playing ability, and comfort. The sizes of Solar guitars vary, for example the 7 strings are a little thicker by measuring in at radius of 15.74” whereas the 6 string guitars measure in with a radius at 13.78” (Solar Guitars). Besides the radius, each guitar model has a 25.5” scale (the guitar neck). Since every Solar Guitar model has a 25.5” scale, it allows every model to have 24 jumbo sized frets (where guitarist play on the neck). The thin guitar neck accompanied by jumbo frets allow a guitarist to move up and down the neck with ease, along with giving guitarist accurate playing abilities since the frets are bigger. With comfort being an issue to many guitarists, Solar Guitars offer 12 different guitar shapes which allow room for personal preference for comfort, which also offers different sizes that can accompany any space issues.

When it comes to guitars in general, durability and reliability go hand in hand. Solar Guitars have been custom made to be reliable guitars by any consumer. The way Solar Guitars are designed is meant to be durable so the guitars can withstand any circumstance. Solar Guitars have a “built-in neck” which means that rather than attaching the neck of the guitar to the body with screws, the guitar has the neck built into the body of the guitar, which allows for more stabilization of the guitar, and improves recording quality at studios. Built in necks help prevent the neck from breaking off and doesn't allow heavy hands or aggressive players to accidentally crack the wood or untune the guitar by putting weight on the neck for certain guitar techniques.

Although Solar Guitars range in prices, the quality of the guitars never changes. The cheapest guitar from Solar Guitars starts at \$649 without tax and shipping. The most expensive from Solar Guitars \$1,499 without tax and shipping. The quality of the guitars don't change, however the phrase you get what you pay for applies here. The cheapest guitar still has the same measurements as the other guitars; however the shape of the guitar is more simplistic, the

pickups are simple, and the guitar only comes with 6 strings. The most expensive guitars that goes for \$1,499 has 8 strings and more complex pickups, and the other model goes for the same price but with 6 strings and less expensive pickups. More expensive pickups can be replaced when a consumer buys a cheaper model, however the quality never changes. As price goes down, only the benefits of the guitar itself goes down, but no matter which model is purchased, consumers get the same recording quality with the same material all guitars are made with. This way consumers do not have to worry about the efficiency and durability being at risk when purchasing a cheaper more affordable model.

Solar Guitars are a reliable guitar to turn to whether a consumer is a beginner or an advanced player. Being an endorser for Solar Guitars myself, I can say that Solar Guitars are durable and have never failed to keep up with my playing whether it be in the studio or live. Both the cheapest 6 string guitar and the most expensive 8 string guitar play similar to one another with the only difference being that the more expensive guitar has one more pickup. Solar Guitars are also greatly looked upon by famous guitar players such as Jonas Stalhammar and Martin Larsson from "At the Gates". These guitarists have their own signature guitars under Solar Guitars that were custom designed to fit their desires. Solar Guitars has been around for 5 years, and they are still working to make better guitars for the same price.

<https://www.solar-guitars.com>