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**Ernie Ball Announces All-New Premium Flat Ribbon Patch Cables**

(Coachella Valley, CA – January 16, 2020) – Ernie Ball, the world’s leading manufacturer of guitar strings, musical instruments and accessories, is proud to announce an all-new line of flat ribbon patch cables. Built from the ground up, these cables are the result of improving upon extensive research of the limitations and problems with existing patch cables on the market.

Ernie Ball flat ribbon patch cables feature a high-quality design made with roadworthy construction and superior components that are built to last. The flat cable design and low-profile connectors allow for optimized pedalboard layout and cable routing. They offer improved frequency response with a clear tone with crisp highs, tight mids, and rich harmonics. Metal components are made of 99.95% oxygen-free copper to resist corrosion. Multiple shielding materials preserve the signal with low handling noise, and the durable PVC jacket exterior ensures long-lasting performance. Connectors are all flat-angle/flat-angle. These cables are available with black jacket with lengths of 3", 6", 12" and 24" and come with a Limited Lifetime Warranty.

The flat ribbon patch cables will be available in February 2020 and will street beginning at $22.99.

Photo file: P06224-FRONT.JPG

Photo caption: Ernie Ball’s new flat ribbon patch cables, pictured in the “pedal board pack” configuration.

Additional photos can be found [here](https://www.dropbox.com/sh/a9bzn514jzh2ynq/AACbpXkS0PtwicM3a7xvCZxJa/EB/Flat%20Ribbon%20Patch%20Cables/Images?dl=0&subfolder_nav_tracking=1).

**ABOUT ERNIE BALL**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide. Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses. The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at [www.ernieball.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ernieball.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=EhQSAJ49BKQptPTirrWNsvFp1wNC6KRReSJVanpLLlg&e=) and [www.music-man.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.music-2Dman.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=FtBtVAoldcmVD3WnTrDfl1lPkaW_dVW72uFLozFRcJw&e=).

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