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Prestige Guitars Launches Reforestation Initiative.

In an effort to recognize global reforestation needs, Prestige Guitars – the Vancouver based guitar manufacturer – is launching a unique reforestation initiative where a tree will be planted for every guitar manufactured.

Prestige Guitars is also taking further environmentally conscious measures to only use recycled paper stock for warranty registration cards, as well as shipping cartons that are from recycled cardboard - that are also 100% recyclable.

Reforestation is an economical solution to many tough environmental problems, including air and water pollution, climate change, wildlife protection, habitat restoration and more.

According to a recent report from the United Nations Food and Agriculture Organization; between 2000 and 2010, some 13 million hectares of forests were converted annually to other uses, such as agriculture, construction, or lost through natural causes; down from 16 million hectares annually during the 1990s - according to an assessment which surveyed 233 countries and areas. Ambitious tree planting programs in countries such as China, India, United States and Viet Nam – combined with natural expansion of forests in some regions – have added more than 7 million hectares of new forests annually. Despite the recent downward trend, an area roughly the size of Costa Rica is still being destroyed each year.

“By launching our own reforestation initiative, we hope to do our part for the environment, and also persuade and motivate other companies in our industry to follow suit. Although trees play an integral part in manufacturing a guitar, it’s frightening to imagine the state of our environment and our industry in the near future if we don’t start taking action now” - Michael Kurkdjian, President of Prestige Guitars Ltd.