

Jackson and Brandon Ellis unveil the boundary-breaking 27-fret signature Kelly

Signature Features Include 27 Stainless Steel Frets, Seymour Duncan® Signature Dyad Parallel Axis™ Bridge Humbucker and Top-Mount Gotoh® GE1996T Double-Locking Tremolo System

HOLLYWOOD, CALIF. (JULY 1, 2026) — Today, Jackson introduces the **PRO PLUS SERIES SIGNATURE BRANDON ELLIS KELLY™ KE27**, developed in close collaboration with the guitarist himself. The latest addition to Ellis' Jackson signature line, this instrument is engineered for crushing tone, massive output and high-performance playability. Designed for the player who demands both metal ferocity and refined sophistication, the KE27 delivers the full breadth of Jackson's legendary craftsmanship in one uncompromising package.

"The KE27 has really evolved into a completely different guitar in its own right," said Brandon Ellis on his new signature. "While the first iteration was built on the standard Jackson Kelly spec, this one features meaningful customizations to virtually every aspect including 27 stainless steel frets, a custom 25.1" scale length, top mount Gotoh tremolo and my signature Seymour Duncan Parallel Axis Dyad pickup, which is otherwise only available as a Custom Shop model. When I pick this guitar up, I'm just in awe. It plays like a custom shop guitar and has a unique feel and sound all its own."

Guitarist Brandon Ellis, a longtime Jackson collaborator, continues to push the boundaries of tone and design. With their latest signature model, Jackson and Ellis craft an instrument as extreme in sound as it is in looks, built for the next generation of players ready to break new boundaries.

"Ellis' new signature is as uniquely designed as his sound," said Peter Wichers, Product Manager of Jackson. "It features custom appointments tailored specifically to him, including 27 frets and his custom Seymour Duncan Signature Dyad Parallel Axis bridge pickup, the

very elements that define his distinctive tone. This signature gives players the tools to tap into that sound.”

KEY FEATURES INCLUDE:

- **27 STAINLESS STEEL FRETTS – PROVIDING MORE TONAL FLEXIBILITY, THE 27 FRETTS GIVE ELLIS ACCESS TO HIGHER NOTES AND HARMONIES, OPENING UP NEW MELODIC AND LEAD POSSIBILITIES.**
- **SEYMOUR DUNCAN® SIGNATURE DYAD PARALLEL AXIS™ BRIDGE HUMBUCKER – A UNIQUE HYBRID COIL DESIGN WITH A SINGULAR BAR MAGNET THAT DELIVERS ELLIS’ WIDE-OPEN, DYNAMIC SOUND WITH INCREASED CLARITY AND BITE UNDER HIGH-GAIN DISTORTION.**
- **THE TOP-MOUNT GOTOH® GE1996T DOUBLE-LOCKING TREMOLO SYSTEM – KEEPS ELLIS LOCKED IN TUNE THROUGH THE MOST VIOLENT DIVE BOMBS AND WHAMMY ABUSE HIS LIVE PERFORMANCES DEMAND, NIGHT AFTER NIGHT.**
- **GOLD CRACKLE** – Ellis’ personally chosen finish, making the KE27 as visually commanding as it sounds.

Watch [Brandon Ellis break down the features](#) and [unleash a performance](#) of his new Pro Plus Series Signature Brandon Ellis Kelly KE27.

High-resolution product and lifestyle images of the Pro Plus Series Signature Brandon Ellis Kelly™ KE27 can be found [HERE](#). Full product description and specifications can be found [HERE](#).

For technical specs, additional information on new Jackson products and to find a retail partner near you, visit www.jacksonguitars.com. Join the conversation on social media by following @JacksonGuitarUSA on YouTube, @JacksonGuitars on X and @OfficialJacksonGuitars on Instagram and Threads.

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PRO PLUS SERIES SIGNATURE BRANDON ELLIS KELLY™ KE27 (MSRP: \$2,199.99 USD, £1,799 GBP, €2,099 EUR, \$3,999 AUD, ¥313,500 JPY) This signature behemoth

seethes with metal sophistication while delivering massive sound and high-performance efficiency. This signature Kelly features a resonant nyatoh body paired with a through-body maple neck with graphite reinforcement and scarf joint for enhanced sustain, stability and comfort. Built for pulverizing speed, a 12"-16" compound radius maple fingerboard with black sharkfin inlays hosts 27 stainless steel frets. The compound radius optimizes rhythm comfort and lead precision, with flatter upper fret access enabling lightning-fast runs. The Floyd Rose® R2 nut provides Brandon's preferred narrower string spacing for faster playing. This signature model is equipped with Ellis's custom Seymour Duncan® Signature Dyad Parallel Axis™ bridge pickup—a high-output humbucker featuring unique hybrid coil design with singular bar magnet that delivers wide open, dynamic sound with increased clarity and bite under high gain distortion. The Seymour Duncan PA-STK neck pickup provides hum-free clarity with smooth sustain for melodic passages. A push-pull volume control with series/parallel functionality switches the wiring of the bridge humbucker's coils from series to parallel. The series option offers a traditional humbucker sound and the parallel option a brighter, slightly lower output sound while retaining the hum-cancelling feature. The top-mount Gotoh® GE1996T double-locking tremolo system delivers superior tuning stability during aggressive tremolo use, while the 25.1" scale length provides easier fretting and string bending without compromising intonation for low tunings. Other features include a 3-way toggle switch, Dunlop® dual-locking strap buttons and Jackson sealed die-cast tuners.

ABOUT JACKSON:

Jackson began in the late 1970s when heavy music experienced a virtuosic resurgence in popularity and a small Southern California repair shop became the epicenter of a new level of excellence. When extravagant young guitarists needed more from their instruments, a small staff of highly skilled craftsmen answered the call with a new breed of high-performance custom guitars. From that point on, heavy metal history would be written with Jackson's guitars lauded as the industry's shred machines. Known for their distinctive style and formidable substance, Jackson® guitars have melded seamlessly with each and every sonic mutation across the metal genre allowing discerning guitarists everywhere to achieve an explosive sound. Over the years, Jackson has worked with some of the most influential and respected players in the world, and its roster of signature artists boasts guitarists whose

impactful and game-changing contributions to heavy metal continue to inspire generations of musicians and fans. Today, Jackson is an owned brand under Fender Musical Instruments Corporation (FMIC) and with a foundation of premium state-of-the-art manufacturing facilities and the industry's finest team of seasoned builders, together they are poised for a new and transformative era. For more information, visit www.jacksonguitars.com.

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About Fender Musical Instruments Corporation

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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