



JACKSON® HONORS THE BLACK DAHLIA MURDER GUITARIST BRANDON ELLIS WITH THE PRO SERIES SIGNATURE BRANDON ELLIS KELLY™

Scottsdale, Ariz. (April 2, 2021) – Jackson® today announces the release of the **Pro Series Signature Brandon Ellis Kelly™**.

The Black Dahlia Murder guitarist has been captivating the metal realm since taking over lead guitar duties on the band's 2017 album *Nightbringers*. Jackson is proud to honor the incredible talents of the self-taught axe ace with a signature model that seethes with metal sophistication, while also delivering massive sound and high-performance efficiency.

"This is my first signature guitar and it's a huge honor to me to work with Jackson and to offer this as a production model," said Ellis. "It's based on my custom shop Kelly, which is the guitar I ordered when I first teamed up with Jackson. I went with the Kelly body shape because of course it's classic Jackson, and I really wanted to represent that. The sharp contours really embody the whole attitude that I like to put into my guitar playing. It looks pure metal."

This instrument features lightweight and resonant poplar body-wings and 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 bound ebony fingerboard hosts 24 jumbo frets and reverse pearloid sharkfin inlays.

Ready to roar, this sig model is also equipped with a single Seymour Duncan® Parallel Axis bridge humbucking pickup. This humbucker rips with plenty of over-wound attitude for bright, expressive high-end and endless sustain, while a Floyd Rose® 1000 Series double-locking tremolo system provides exceptional dynamic response and reliable tuning stability throughout extreme pitch changes.

"I have never seen this pickup offered on a production guitar so that's really cool," said Ellis. "It's designed specifically for guitars with Floyd Rose tremolos. On each side of each string, there are actually two pole pieces that run parallel, which creates a really precise magnetic field and you just get a really high-clarity, hifi kind of sound out of it."

Ellis also elaborated on why he skipped a neck pickup.

"I'm really going for that heavy metal, rich overtone, searing harmonics thing and the bridge pickup is where I find my tone," he explained. "I'd also be lying if I didn't say it was paying homage to Eddie Van Halen. If Eddie didn't need it, I don't want it."

Other features include a single volume control, Dunlop® dual-locking strap buttons and Jackson sealed die-cast tuners.

As distinctive as its namesake, the **Pro Series Signature Brandon Ellis Kelly** comes in a standout **Green Crackle** finish with black hardware and a reverse pointed 6-in-line black headstock with green Jackson logo.

"I'm a diehard fan of the crackle finishes," said Ellis. "It's just awesome. It was around in the '80s and then you couldn't get it for decades. I used to collect these old guitars, but now it's back in full force and I'm really psyched to be able to offer this."

See more from Ellis as he plays his new sig monster and gives a full rundown of specs in this video:

<https://youtu.be/fTzLyblhOv0>. **To commemorate today's launch, Ellis is also taking over the Jackson Instagram account (@officialjacksonguitars) and will be live tonight at 7PM EST.**

For more information and to find a dealer, visit www.jacksonguitars.com.

###

ABOUT JACKSON®:

Jackson® began back in the late 1970s, when heavy music experienced a flamboyant and virtuosic resurgence in popularity and a small Southern California guitar repair shop became the epicenter of a new level of shred-approved excellence. Ever since then, Jackson guitars have been universally lauded as the metal guitars; the shred machines—highly original high-performance instruments of distinctive style and formidable substance. From metal's chart-topping peaks to its darkest recesses, for discerning guitarists all over the globe, Jackson is the only way to go.

JACKSON MEDIA CONTACT:

Chrissy Mauck

cmauck@fender.com

ABOUT FENDER

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.

CONTACT DETAILS

GLOBAL MEDIA INQUIRIES

Fender Musical Instruments Corporation
press@fender.com

COPY LINK

<https://fender.pr.co/271240-jackson-honors-the-black-dahlia-murder-guitarist-brandon-ellis-with-the-pro-series-signature-brandon-ellis-kelly/>