



JACKSON® AND JEFF LOOMIS REUNITE TO UNLEASH PRO SERIES SIGNATURE SOLOIST™ SL7, WORTHY NAMESAKE TO THE PROG METAL GIANT

**NEW SIGNATURE MODEL IS LOOMIS'S SECOND COLLABORATION
WITH JACKSON AND FIRST-EVER SEVEN-STRING WITH THE HIGH-
PERFORMANCE BRAND, ALLOWING FOR HIS TRADEMARK DEEP
RHYTHMS AND PRECISE, INTENSE SOLOING**

HOLLYWOOD, CALIF. (March 9, 2022) — Jackson® today launches the Pro Series Signature Jeff Loomis Soloist™ SL7, the latest inception of their partnership with prolific veteran metal guitarist Jeff Loomis. Jackson and Loomis first collaborated in 2020 to create Loomis's Pro Series Signature Kelly, an aggressive signature axe featuring a basswood body with a sandblasted ash top, finished in black with white binding giving a distressed and menacing look. This time around, the pair created a seven-string Soloist™ built to handle the prog metal giant's furious, intricate playing that afforded him fame with Nevermore and Arch Enemy. The Soloist™ SL7 will captivate players who strive to emulate the heavy low-end sound and complex arrangements Loomis built his career on.

Jackson meets the demands of the guitarist who always wants more: faster picking, higher-powered leads and increasingly-technical solos. Loomis's loyal fanbase can vouch he has

built his decades-long career with a similar philosophy in mind. The melodic-yet-aggressive style he has honed since his first release in 1995 has shaped prog, death and thrash metal. Fans have watched him push the genre forward over the decades as he expanded and refined his style, from his solo projects to his time as a member of Arch Enemy. The Soloist™ SL7 is the product of that same desire shared by both Jackson and Loomis: always exceeding expectations. Just like Loomis's career.

"Working with Jackson has been absolutely amazing," said **Jeff Loomis**. "I couldn't be happier. Being able to work one on one with the legendary Mike Shannon – Jackson's Principal Master Builder – on the overall shape and dimension of the neck was incredible. We were able to really hone in on every little fine detail, down to the glow-in-the dark fret markers for playing on dark stages. But this isn't an overelaborate guitar: we stripped down the controls to make pickup changes dead-easy. There's only one volume knob and you're going to leave that on 10 anyways. This is a beautiful, aggressive guitar that I love and I know Jackson fans will too."

The Signature model is built to reflect Loomis's deep knowledge of what makes a guitar perfect for playing metal. His decades of experience taught him that the 26.5" scale length he chose is ideal for perfect intonation across the fretboard of a seven-string. The through-body, graphite-reinforced neck with 12"-16" compound radius bound ebony fingerboard makes for light and dextrous playing. The Seymour Duncan Jeff Loomis Signature Blackouts pickups will cut right through any mix and a Floyd Rose 1500 Series double-locking bridge system will handle even the most aggressive bar techniques. Luminlay® side dots on the neck allow for playing in the darkest venues and the satin-black, sandblasted top of Loomis Signature Soloist gives it a look that leaps off the stage.

"We collectively conceptualized and then delivered for Jeff a guitar that matches who he is as a player: technical prowess meets brute force," said **Jon Romanowski, VP Category Management, Jackson**. "After the success of his first Jackson Kelly, we knew we needed to work with Jeff on a seven-string to accommodate the full range of his work. We loved the process of working with Jeff to make a guitar that matches this ethos. Not every guitar can handle what Jeff and those inspired by him have in mind. Meeting his standards was a fantastic challenge. We can't wait to hear what he and his fans will create with his Signature Soloist™ SL7."

The Pro Series Signature Jeff Loomis Soloist™ SL7 originated in conjunction with Jackson's world class design and production teams to capture the iconic artist's signature sounds. Watch as he breaks down the specs and shows off his new signature in this exclusive video and see the model [here](#).

To learn more and view product descriptions, click [HERE](#). For product images, click [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 @JacksonGuitars on Twitter and @OfficalJacksonGuitars on Instagram.

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Pro Series Signature Jeff Loomis Soloist™ SL7 (\$1,699.99 USD, £1,649.00 GBP, €1,899.00 EUR, \$3799.00 AUD, ¥242,000 JPY) Whether with his solo efforts, his time with progmetal band Nevermore and now Swedish powerhouse Arch Enemy, or guest appearances on countless projects with the metal elite, Jeff Loomis is known as one of the most respected technical guitarists in the game. With an extended sonic palette that allows for extended expression all along the fretboard, this 7-string Pro Series Signature Jeff Loomis Soloist™ SL7 features a 26.5" scale length, resonant basswood body with sandblasted ash top and through-body three-piece maple neck with graphite reinforcement for rock-solid stability and enhanced sustain. A pair of active Seymour Duncan Jeff Loomis Signature Blackouts humbucking pickups creates a versatile voice with dynamic range, articulation and note attack. Keeping with his tradition of developing guitars with a menacing metal style, the Pro Series Signature Jeff Loomis Soloist™ SL7 is cloaked in Satin Black with a matching Jackson® pointed 7-in-line headstock and black hardware.

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

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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