

# ! Change ● Music



How did the creators of GORE-TEX® products -worn by outdoor enthusiasts and people with active lifestyles all over the world - invent a new kind of guitar string?

Although manufacturers have coated their guitar strings for many years to make them last longer by protecting them from perspiration, oil, and dirt, the coating severely compromised the quality of the sound.

Gore had no presence in the music industry until one associate envisioned a completely new type of guitar string that would prevent string contamination, last longer, and be more comfortable for musicians to play. Relying on the company's unique culture and mentoring system to support his efforts, he formed a cross-functional team—including Michael and John—to make it happen.

Each member of the Gore team had the knowledge and know-how needed to develop this exciting new product. With the entrepreneurial spirit characteristic of Gore, they took this innovative concept to the marketplace in less than two years.

But the team's commitment to integrity didn't stop in the lab. They asked 15,000 musicians to test the new strings for sound quality before the product was introduced. Since then, revolutionary ELIXIR® Strings have inspired a generation of musicians all over the world to pick up their guitars and play. And their ELIXIR® Strings experience and the challenges they overcame have changed their lives, too. Here are their stories.



*Imagine a job where you can follow your passion and apply your knowledge to develop a revolutionary product in a new industry for your company.*