



Ernie Ball, the world's leading manufacturer of strings and accessories, has been making high-quality electric guitar and bass strings since 1962. World-class players like Paul McCartney, Keith Richards, Eric Clapton, Slash, Jimmy Page, and Buddy Guy have all played Ernie Ball strings to create their unique sound.



THE WORLD'S MOST ADVANCED GUITAR STRINGS ARE COMING MARCH 1, 2017

PARADIGM strings feature superior break-resistance and unparalleled durability while delivering iconic Slinky tone. Over the course of the past few months, ERNIE BALL has been offering guitarists the opportunity—and challenge—to beta-test PARADIGM. Among those who tried—and failed—to break the strings are Kenny Wayne Shepherd and Dream Theater's John Petrucci. Guaranteed Not To Break – If Your New Paradigm Strings rust or break within 90 days of purchase, Ernie Ball will replace them for free.