

Company Profile



JMJ Guitars

Where Tradition Meets
Innovation

Mfg: Guagua, Pampanga
Mobile: 0998-235-0966
Website: jmjguitars.com



Company Overview

Founding & Evolution

JMJ Guitars was born from a family passion for music and craftsmanship. After spending years abroad, the founders returned to the Philippines with a vision to create high-quality guitars that reflect Filipino artistry and serve local musicians.

Officially established on November 4, 2024, under JMJ Musical Goods Trading, the brand blends Pampanga's rich guitar-making tradition with modern innovation.

Beginning with the classic Guagua Guitars ValuePro line, JMJ Guitars has since expanded into Premium and Custom-Designed lines, offering quality instruments for both beginners and professional musicians.

ValuePro

Handcrafted Guitars
Honoring Generations
of Traditional Filipino
Guitar-Making in
Guagua.

Premium

Handcrafted from
premium wood,
equipped with
Fishman ISYS
electronics.

Custom-Designed

Handcrafted guitars
designed in
collaboration with the
musician for a truly
personal instrument.

Leadership & Craftsmanship

JMJ Guitars is guided by family passion, Filipino heritage, and a deep respect for handcrafted excellence. As a proudly 100% Filipino-owned brand, JMJ Guitars creates instruments that honor the rich luthiery tradition of Guagua, Pampanga, while meeting the evolving needs of today's musicians.

Each guitar is individually handcrafted in Guagua, combining time-honored woodworking techniques, careful material selection, and fine hand-finishing with modern features such as Fishman ISYS electronics and high-precision tuners.

Committed to preserving Filipino craftsmanship, JMJ Guitars supports local artisans and delivers quality instruments that inspire musicians—from beginners to professionals—ensuring a legacy of excellence that is felt as much as heard.

Core Identity & Purpose

Mission Statement

To create quality instruments, support local artisans, and honor the heritage of Guagua.

Vision Statement

To preserve and promote the tradition of Filipino guitar-making, uplifting local artisans, and making quality instruments accessible to musicians across the Philippines and beyond.

Core Values

Quality Craftsmanship

Local Empowerment

Affordability without
Compromise

Pride in Heritage

Culture & Community Engagement

Internal Culture

JMJ Guitars values Filipino craftsmanship, collaboration, and passion for music, fostering skill, innovation, and pride in heritage among its artisans and team members.

Community Engagement

JMJ Guitars supports local artisans and Guagua's guitar-making tradition, while promoting music, creativity, and accessibility for musicians across the Philippines.

Operations & Market Presence

Products & Services Portfolio

JMJ Guitars offers handcrafted instruments for all levels, including ValuePro, Premium, and Custom-Designed guitars, as well as ukuleles and acoustic models. Each instrument combines traditional Filipino luthiery with modern features, and custom services allow musicians to design guitars tailored to their style and sound.

Legal Compliance

JMJ Guitars operates under JMJ Musical Goods Trading and complies with relevant Philippine laws and intellectual property protections; its logo is a registered trademark with the Intellectual Property Office of the Philippines (IPOPHL), ensuring proper brand protection. The company also maintains clear policies for privacy, refunds, returns, and terms and conditions to safeguard customer rights and business integrity.

Market & Distribution

JMJ Guitars primarily serves the Philippine market, with instruments handcrafted in Guagua, Pampanga, and available through its own retail and showroom location. Its distributor, JMJ Musical Goods Trading, operates a physical shop in Nepo Mart, Angeles City, and supports dealer and wholesale inquiries for broader national reach, making quality Filipino-made guitars accessible to musicians across the country.

Contact & Presence

Customers can visit JMJ Guitars at its manufacturing site in Guagua, Pampanga, and showroom in Angeles City. Inquiries, custom orders, and support are available via phone, email, or online forms, and the company engages with musicians through its official website and social media channels.

Contact Information:

Mobile: 0998 235 0966

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