



**PRODUCT  
CATALOG  
2026**



JMJ Guitars

Where Tradition Meets Innovation



## About JMJ Guitars

JMJ Guitars is a dedicated, family-driven brand founded on a deep respect for music and handcrafted guitar making. Based in Guagua, Pampanga, we proudly uphold the tradition of Filipino luthiery, handcrafting every instrument using skills refined and passed down through generations.



Each JMJ guitar is individually handcrafted and built with meticulous attention to detail. Our instruments reflect the discipline, creativity, and craftsmanship of Filipino makers—resulting in guitars that are designed to deliver exceptional tone, long-term durability, and reliable performance for discerning musicians.

In addition to our core models, we specialize in custom-designed guitars, working closely with clients to create instruments tailored to their sound, style, and personal vision. Through our work, we aim not only to produce outstanding instruments, but also to preserve traditional craftsmanship while supporting and strengthening our local community.



Where Tradition Meets Innovation



# Product Categories

## • ValuePro Guitars

JMJ's ValuePro line is designed for players who want reliable instruments without breaking the bank. These guitars use practical materials, offering easy playability and smooth action.

The ValuePro series also reflects a classic design crafted by local luthiers in Guagua, Pampanga, inspired by the region's long-standing guitar-making traditions. These instruments celebrate the artistry and skill of Filipino craftsmanship, and at JMJ, we are committed to honoring this legacy—keeping this iconic design available for music lovers today and in the years ahead.

## • Premium Acoustic Guitars

Crafted for tone and refinement, the Premium Acoustic series features all-solid wood construction and traditional bracing. These guitars deliver rich resonance, warm projection, and exceptional playability, making them ideal for serious players and performers.

## • Custom-Designed Guitars

JMJ's Custom-Designed Guitars let you create an instrument that's truly yours. From wood selection and finish to neck profile, hardware, and pickups, our expert luthiers bring your vision to life, crafting each guitar with precision, passion, and Filipino craftsmanship.



# ValuePro Guitars

## JMJ Jairo Little Guitar

The Jairo Little Guitar (34") features low action, which is generally ideal for young musicians as it promotes easier playability and provides a more enjoyable learning experience. The guitar is properly set up to avoid excessive fret buzz, ensuring it is a kid-friendly instrument that encourages practice and progression.



Action: Low

Top: Laminated Gloss Finish

Back & Side: Laminated Normal Finish

Fingerboard: Local Hardwood

Machine Head: Plastic

Available Color: Natural, Black, Red, Pink, Blue, Beige

Bag: Standard



# ValuePro Guitars

## JMJ Guagua GP-01

The Guagua Guitar (39") is a long-time type of guitar produced by the luthiers of Guagua, Pampanga. It uses basic wood, and they call it "Pang Masa." It represents the town of Guagua, where the common occupation is crafting guitars. It features low action for easy playability, making it perfect for young adult musicians. It's set up to avoid fret buzz, promoting a smooth learning experience and encouraging musical growth



Action: Low

Top: Laminated Gloss Finish

Back & Side: Laminated Normal Finish

Fingerboard: Local Hardwood

Machine Head: Plastic

Color: Natural, Black, Burst

Pick Guard Color: None

Bag: Standard



# ValuePro Guitars

## JMJ Massimo

The JMJ Massimo is a 41-inch dreadnought cutaway guitar designed for players who want the bold, full-bodied sound of a classic dreadnought with the added reach and comfort of a cutaway design. Its rich bass response and balanced tone make it a versatile choice for both strumming and fingerpicking styles.



Action: Low

Top: Laminated Gloss Finish

Back & Side: Laminated Normal Finish

Fingerboard: Local Hardwoods

Machine Head: Plastic

Color: Natural, Black, Sunburst

Bag: Standard



# Premium Acoustic Guitars

## JMJ JQ-01

Designed for musicians who demand both precision and soul, the JMJ JQ-01 Cutaway features a full solid 39" acoustic body—one of the most popular and widely preferred acoustic guitar sizes worldwide—paired with a sleek cutaway design for expressive playability across all registers. Ideal for intermediate to professional players, it delivers a warm, rich, and full-bodied tone shaped by heritage craftsmanship and modern performance standards.



Size: 39 inches

Top: Solid Spruce

Back & Side: Solid Chinese Spruce

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: None

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ JQ-01E

Introducing the JMJ JQ-01E 39" Acoustic-Electric Guitar – a premium acoustic guitar that embodies true Filipino craftsmanship, built by one of the finest luthiers in the Philippines.

Featuring a full solid Spruce body and Fishman Isys EQ, the JQ-01E is ideal for intermediate to professional musicians. It delivers a rich, full-bodied tone and a premium playing experience — meticulously crafted for artists who value quality, heritage, and performance.



Size: 39 inches

Top: Solid Spruce

Back & Side: Solid Chinese Spruce

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: Fishman Isys

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ JQ-01E Cutaway

Introducing the JMJ JQ-01E Cutaway 39" Acoustic-Electric Guitar – a premium acoustic-electric guitar that showcases true Filipino craftsmanship, handcrafted by one of the finest luthiers in the Philippines.

Designed for intermediate to professional musicians, the JQ-01E delivers a rich, full-bodied acoustic tone and reliable amplified performance. Equipped with the Fishman ISYS pickup system, it's stage-ready, studio-ready, and perfect for serious artists who value tone, control, and heritage.



Size: 39 inches

Top: Solid Spruce

Back & Side: Solid Chinese Spruce

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: Fishman Isys

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ JQ-02

The JMJ JQ-02 is a handcrafted acoustic guitar from JMJ's Premium Line, built for musicians who value quality, tone, and craftsmanship. Featuring all-solid spruce construction, it delivers bright, articulate tones with excellent projection. Traditional bracing ensures stability and rich resonance, while the premium finish highlights its artistry. The 2-way truss rod allows easy setup for low action.



Top: Solid Spruce

Back & Side: Solid Chinese Spruce

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: None

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ JQ-02E Cutaway

The JMJ JQ-02E Cutaway is the flagship model of JMJ's Premium Line—a handcrafted all-solid acoustic-electric guitar delivering bright, articulate tone with strong projection. Its cutaway design and Fishman Isys preamp provide versatility for live or studio use. Traditional bracing ensures stability and balance, while the 2-way truss rod allows easy setup. Proudly made in Pampanga, it showcases Filipino craftsmanship at exceptional value.



Size: 39 inches

Top: Solid Spruce

Back & Side: Solid Chinese Spruce

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: Fishman Isys

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ PB-01

The JMJ PB-01 is an acoustic guitar crafted from engineered bamboo for both the top and body, making it eco-friendly, durable, and highly resistant to humidity and rain—ideal for the Philippine climate. Proudly built by a trusted Filipino luthier known for crafting instruments for notable artists, the PB-01 blends sustainability, resilience, and craftsmanship, offering musicians a reliable guitar with unique character.



Top: Engineered Bamboo

Back & Side: Engineered Bamboo

Fret Wire: Silver

Fingerboard: Engineered Bamboo

Machine Head: High-ratio tuners

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# Premium Acoustic Guitars

## JMJ Mr. Cool

The JMJ Mr. Cool is a standout model in JMJ's Premium Line—a 41-inch all-solid acoustic-electric guitar crafted for rich, warm tones and excellent projection. Its solid mango top and back & sides deliver a unique resonance, complemented by an Ipil fingerboard for smooth playability. Equipped with high-ratio tuners and a Fishman Isys equalizer, it offers precise tuning and versatile sound for both stage and studio. The 2-way adjustable truss rod ensures easy setup and stability. Proudly made in Pampanga, it celebrates Filipino craftsmanship with remarkable value.

Size: 41 inches

Top: Solid Mango

Back & Side: Mango

Fingerboard: Ipil (Native Filipino Hardwood)

Machine Head: High-ratio tuners

Equalizer: Fishman Isys

Color: Natural

Truss Rod: 2-Way Adjustable

Bag: Standard



# ValuePro Ukulele

## JMJ Soprano Ukulele

JMJ Soprano Ukulele by JMJ Guitars is perfect for beginners and seasoned players alike, this 21"-sized ukulele offers a bright, cheerful tone and easy playability. Its lightweight and compact design makes it ideal for travel, casual play, or learning your first chords. Crafted with quality materials, it delivers durable construction and smooth action, ensuring your music sounds as good as it feels.



Top: Laminated Gloss Finish

Back & Side: Laminated Normal Finish

Fingerboard: Local Hardwood

Machine Head: Plastic

Available Color: Natural, Black, Red, Pink, Blue, Beige

Bag: Standard



# ValuePro Ukulele

## JMJ Concert Ukulele

JMJ Concert Ukulele by JMJ Guitars is perfect for beginners and seasoned players alike, this 23"-sized ukulele offers a bright, cheerful tone and easy playability. Its lightweight and compact design makes it ideal for travel, casual play, or learning your first chords. Crafted with quality materials, it delivers durable construction and smooth action, ensuring your music sounds as good as it feels.



Top: Laminated Gloss Finish

Back & Side: Laminated Normal Finish

Fingerboard: Local Hardwood

Machine Head: Plastic

Available Color: Natural, Black, Red, Pink, Blue, Beige

Bag: Standard



# JMJ Guitars Custom Shop

We are a custom-designed guitar builder company specializing in handcrafted, uniquely designed instruments. Every detail of our guitars reflects the quality, innovation, and care that make them truly exceptional.

## Instruments We Customize:

- Acoustic guitars: Regular 6-string, 12-string, Dual-neck, Classical, Travel and Mini acoustic
- Body styles: Concert (0), Auditorium (000), Orchestra Model (OM), Grand Concert (00), Dreadnought, Jumbo
- Acoustic basses: Fretted, Fretless, and Archtop
- Ukuleles: Soprano, Concert, Tenor, Baritone
- Traditional Philippine Rondalla: Octavina, Bandurria

## How to Order Your Custom Guitar:

1. Access the Order Form
2. Fill Out Your Specs and submit them via our official Facebook page
3. Receive Your Price Estimate
4. Confirm Your Order by signing the Agreement Form
5. Collect your guitar at our store or have it shipped directly to you



# THE CATALOG



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*Note: For full details on warranty coverage, after-sales support, terms & conditions, and other policies, please visit the footer section of our website at [jmjguitars.com](http://jmjguitars.com)*