

## Interview – Majik Box

### Could you introduce your brand please?

We are Majik Box Pedals and Electronics, based in Torrance California, a suburb of Los Angeles, CA.

### What motivated you to launch yourself in the manufacture of guitar pedal effects?

David Simpson, the chief engineer for Majik Box had been doing pedal modifications and repairs in the Los Angeles area for some time. Once I (Rob Nishida) came on board as his partner to handle sales and marketing in 2008, we started the Majik Box brand. Our first real project was finalizing the Micro Buff Buffer and Body Blow Overdrive. After those we're completed, Doug Aldrich approached us to develop a pedal specifically for him. That pedal became the Doug Aldrich Rocket Fuel, which really helped to put us on the map.

### Could you describe your range of overdrive pedals? Some distortion or fuzz pedals?

Our pedals range from buffer to boost, to overdrive, distortion and fuzz. We have remained in that area, because to us, those pedals create the foundation of tone for artists.

### What your pedals are different from others? What are their characteristics?

Our pedals are not the run of the mill TS copy or copy of anything for that matter. We're after real, organic tones that are highly useable, and in the case of signature pedals, specifically tuned to the artist. For instance, some people comment how little gain the Rocket Fuel has compared to some other overdrive pedals, but the reality is, it provides a useful amount of gain - particularly in Doug Aldrich's situation, but also for most other guitarists using medium to high gain amps. The Body Blow Overdrive however, has a great amount of gain - near distortion levels on tap if you want.

### New projects of pedals to come?

Our latest pedal will also be our first non gain pedal. It will be an analogue speaker simulator pedal called the SST. Almost everybody who hears the SST through a PA with a good distortion pedal such as our Filthy Lucre Distortion in front of it, comments how much the tone resembles a real amp and cab. In fact, Shane McFee, the designer of the fantastic digital speaker simulator plug in Re-Cabinet, recently commented to me that the SST was the best sounding analogue speaker simulation that he'd ever heard! We also view this pedal as something every guitar player should have in their gig bag, just in case their amp/speaker cab fails at a gig - simply plug your pedal board directly to the PA with the SST as the last pedal in line. The SST really solves the problem of having a speaker simulation option in a very simple analogue pedal format, that produces a very, very convincing tone.

### Your advice to choose a great boutique overdrive pedal?

Try as many as you can. Also, really research what your favourite players use, not just what they endorse. That will give you a clue as to what works in a real-life situation.

### The last word for our readers?

Please check out our pedals when you have a chance. I think you'll immediately appreciate the quality and commitment that is built into each pedal. If you're near Paris, head over to Guitar Rebellion and give our pedals a try. I promise that you won't be disappointed.

Rob Nishida