

The GluBoost Bond

A Man, His Guitar, and His Build and Repair Products

Rick Rosenberg of GluBoost shares how big love for his guitar changed the course of his company's trajectory, and his commitment to products that make a real difference in the way guitar techs and luthiers do their jobs.

By Sharon **Paquette Lose**



If you were to speak to Richard Rosenberg you might get the sense that you were chatting with your favorite long lost uncle. Rosenberg is the founder and president of GluBoost (formerly known as Gear Up Products LLC) and developer of the GluBoost family of Products. He is full of surprises, energy, and lots of great stories to tell – the kind of stories that'll stick (tacky pun intended) in your mind long after that annual family reunion.

Based in River Vale, New Jersey, GluBoost is developing and manufacturing products specifically for the musical instrument build and repair industry. The GluBoost product line consists of GluBoost Glue Dry, a non-blushing glue dry accelerator – the company's flagship product; GluBoost Fill n' Finish Pro Formula, a uniquely flexible drop fill and finishing product; MasterGlu Thin and MasterGlu Ultra Thin, two high-performance CA (cyanoacrylate) adhesives. In describing his commodities Rosenberg explains, "We are committed to bringing both unique and absolute best in class products to the market. We want to make a real difference in how people work and the processes they use while working."

Rosenberg attended Berklee College of Music and NYU to study guitar, composition, and music education. After college he gained experiences in the fields of manufacturing and marketing. Eventually combining his passion for music and involvement with manufacturing he created Gear Up LLC and its most popular product GluBoost Glue Dry. "I always had a love for guitar and the music industry and wanted to contribute to the field," Rosenberg explains.

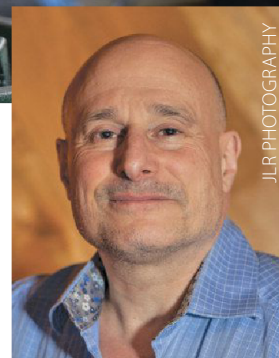
In the early days of the company, Rosenberg had been working on a formula for a glue dry accelerator, now known as GluBoost Glue Dry, when he brought his beloved Lowden O 38 Quilted Maple Engleman Spruce to have some work done by Manny Salvador at David Gage String Instruments in New York City. Rosenberg noticed, "Manny had an accelerator and CA there and I told him that I had been working on a formula." Manny invited Rosenberg to bring it in so he could give it a try. Later, when Rosenberg brought a sample for him, Manny's reaction changed the course of the compa-

ny's history. Rosenberg explained, "Manny looked at me in the middle of testing it out and said, 'you have to market it to this business, it will literally change how I do my repairs!' He encouraged me and told me that he hadn't seen anything like it before." When Rosenberg expressed his concerns that the market may not be big enough, Manny replied, "You never know until you try."

Following that fateful day, Rosenberg has not looked back. GluBoost Glue Dry, as well as the family of accompanying stock, launched in late 2013 online and to guitar manufacturers. At the 2014 winter NAMM Show, Rosenberg mustered up his passion for his product and literally visited every booth at NAMM to give demonstrations of the GluBoost Glue Dry Accelerator. The company found success and began selling to boutique luthiers around the country.

Rosenberg is also attempting to educate his customers on how they can save time and their health. "One of the biggest culprits for safety is the dust," Rosenberg said, "The chemicals and fine particulates that release into the air when filing down adhesive goes straight to your chest. If you have a product that bubbles and pits the glue, you'll need to use a heavy 300 or 600 grit sandpaper to file it down and not only will you create a lot of unhealthy dust but, you weaken the bond. GluBoost aims to change the game for those who are doing repairs and luthiers alike, 'by providing a product that dries the glue clear,' Rosenberg said, "you barely have to touch it. If you do, you're using a fine sand paper. Not only that but you're saving a lot of time because with this accelerator, you don't have to work the glue as hard."

The small company is slowly and steadily growing. The GluBoost team is made up of multiple interns and contracted employees, as well as, partners who assist with all phases of the business. "We pride



Richard Rosenberg

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ourselves at being accessible as needed and at all times," said Rosenberg. Being a smaller company they have the ability to be very responsive to the needs of customers. As an example of this care and connection with his customers Rosenberg elaborated on an accomplishment that was nothing short of heroic, "Recently, the team helped a manufacturer with some over kilned bodies which cracked, and we were able to – with GluBoost Glue Dry and Fill n' Finish – create a technique for them that cleared up the problem and assured stability going forward."

The GluBoost company has recently undergone a name change from Gear Up Products LLC to GluBoost. Both websites are currently available and eventually the Gear Up LLC website will be phased out. MMR asked Rosenberg what was behind the decision to change the name. Rosenberg replied, "We felt that there might be some confusion with the company brand. And since GluBoost Glue Dry is our first product, we moved toward that as the brand for the entire line. The name 'GluBoost' surely is far catchier."

The company makes their products available through their website or by phone, and also works with select distributors. Rosenberg is more than excited to talk with his customers. He elaborated on a recent conversation, "Paul Miles, director of Private Stock Acoustics and PTC at Paul Reed Smith Guitars, recently sent me a nice note. 'The Fill



n' Finish filler you gave me has changed my life, I swear! You can even use it on Nitro. There is no sinking, no white marks, and no circles. Finally! Nothing makes me happier than the shout-outs we receive from our clients."

Some luthiers and stringed instrument techs that are singing the praises of GluBoost are Rosenberg Turner, Pat Wilkins, Paul Miles, Joe Glaser, Tracy Longo, Scott Holyfield, and Linda Manzer. Joe Glaser of Glaser Instruments in Nashville, Tennessee stated, "By far, the best accelerator we've seen; it creates a clean finish without crystalizing." Tom Anderson of Anderson

Guitarworks told Rosenberg, "I love GluBoost. I never thought such a small thing could make such a difference. We never have to worry about those nasty little white spots again."

Rosenberg has good reason to be genuinely excited about his GluBoost endeavor. His customers are loyal and satisfied, and he is able to serve the industry that is dear to his heart. Reminiscing fondly on that Lowden O 38 repair and the journey that set him on the course toward developing MI build and repair products, Rosenberg ensured MMR that his commitment to improve upon the industry standard is just as strong as that first day.

For more information about the GluBoost family of products, visit www.gluboost.com. **MMR**

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