

# Loog Guitars Partners with TOYCYCLE to Launch Official B-Stock Store on Reverb

*Loog Guitars has partnered with the No. 1 toy resale marketplace to launch an Official B-Stock Store on Reverb.*

OAKLAND, CA, UNITED STATES, March 30, 2023 /EINPresswire.com/ -- Loog Guitars, the multi-award-winning line of children's guitars, has partnered with TOYCYCLE, the No. 1 [toy resale marketplace](#), to launch an Official B-Stock Store on Reverb.

The two companies launched the store on Reverb, the largest online marketplace dedicated to buying and selling new, used, and vintage musical instruments and gear. The [Reverb shop](#) stocks Loog's entire line of guitars – the innovative 3-string guitars for kids age 3+ as well as the 6-string guitars in both acoustic and electric – at discount b-stock pricing. The store will eventually also stock used guitars.

"We're thrilled to be able to offer these amazing instruments in a resale environment," said Rhonda Collins, TOYCYCLE's Founder and CEO.

"Sustainability-minded parents should have options when buying guitars for their kids. That's where we come in."

"We share TOYCYCLE's mission to offer sustainability and convenience to today's parents, and are delighted to bring a new life to those



Loog Kids Guitars come in 3-string and 6-string models



Kid plays Loog Pro 3-string electric guitar in green

unused guitars through this partnership,” said Rafael Atijas, Founder and CEO of Loog Guitars.

### About Loog

Loog is a line of guitars designed to make it fun and easy for children to play music. They come with an app and screen-free learning materials. They get kids playing, learning, and falling in love with music right from day one!

### About TOYCYCLE

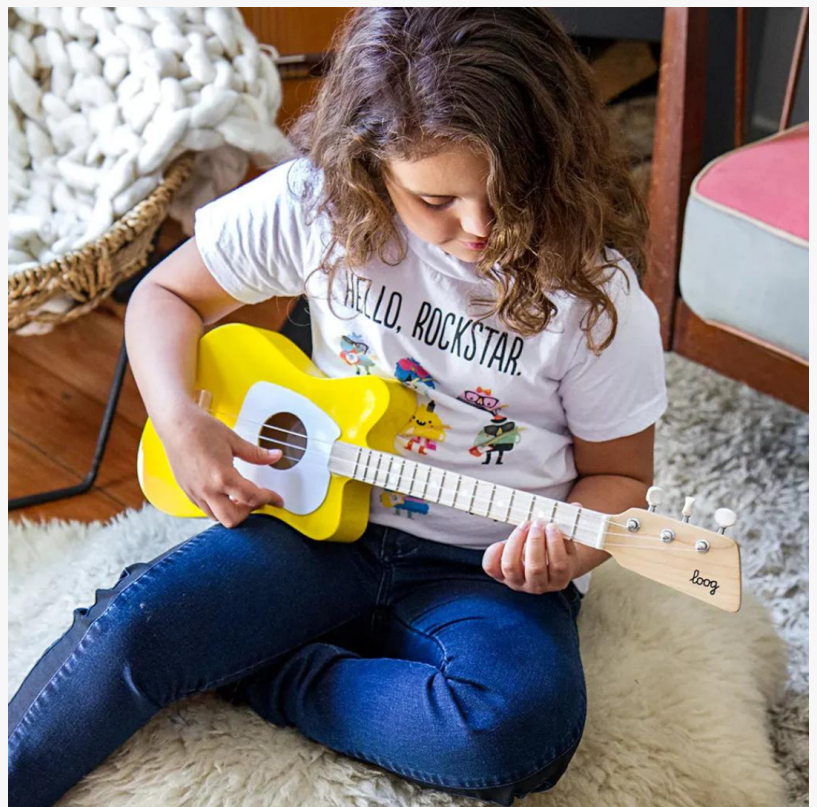
TOYCYCLE is a next-generation resale marketplace for products of early childhood. The company builds partnerships with sustainable brands to bring their resale service to a wider audience. TOYCYCLE’s value proposition: convenience, efficiency, and trustworthiness in a [sustainability-focused resale marketplace](#) for today’s parent.

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Young child plays a Loog Mini acoustic guitar

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