



The Loudest Name in Drums Returns: Guitar Center Resurrects Orange County Drum & Percussion (OCDP)

Original Founder Daniel Jensen and No Doubt's Adrian Young Join Forces to Reclaim the Brand's Custom Shop Legacy as OCDP Marks its 35th Anniversary

Westlake Village, CA, April 3, 2026 — Guitar Center announced today the relaunch of **Orange County Drum & Percussion (OCDP)**, reviving one of the most influential boutique drum brands to emerge from Southern California's alternative rock scene. Born from Orange County's underground custom shop culture, **OCDP** helped shape the sound and look of the 1990s and early 2000s, when individuality behind the kit mattered as much as the music itself. The relaunch comes as **OCDP** marks the 35th anniversary of its founding. The return of **OCDP** introduces a nine-piece collection inspired by the brand's most recognizable heritage designs, available now exclusively at Guitar Center.

Founded in Orange County in 1991, **OCDP** became synonymous with bold custom craftsmanship, striking finishes and distinctive drum builds that set **OCDP** apart. The brand earned a devoted following among genre-defining bands including *No Doubt*, *Blink 182*, *Limp Bizkit*, *Foo Fighters*, *NOFX*, *Slipknot*, *Deftones*, *Rancid*, *New Found Glory*, *The Used*, *The Offspring*, and *311*. Guitar Center acquired **OCDP** in 2009, preserving its legacy and keeping its custom shop spirit alive for a future revival.

To guide the relaunch, Guitar Center reunited with **OCDP** original founder Daniel Jensen and welcomed back founding artist and longtime drum ambassador Adrian Young of No Doubt as advisors. Together, they are shaping the next chapter of the brand while carrying forward the creative edge that made **OCDP** instantly recognizable.

"**OCDP** was never about blending in. It was about building bold, visually striking kits for drummers who wanted to be seen and heard," said Gabe Dalporto, CEO of Guitar Center. "As we brought the brand back, it was important to work alongside Daniel and Adrian to make sure this next chapter honors what made **OCDP** so influential while introducing it to a new generation of players."

"When we started **OCDP**, we wanted to break the rules of what a drum set could look and sound like," said Daniel Jensen, **OCDP** co-founder. "This relaunch brings that mindset back, combining the heritage details players remember with builds designed for how drummers play today."

As part of the relaunch, Guitar Center is introducing a focused signature strategy beginning with an exclusive Adrian Young Limited-Edition Signature Snare Drum, launching in May to coincide with No Doubt's Sphere residency in Las Vegas. The exclusive program will continue with



additional signature releases from influential artists closely tied to **OCDP's** early artist roster, including John Otto, drummer of Limp Bizkit.

"**OCDP** is part of my musical DNA," said Adrian Young, drummer for No Doubt. "I'm looking forward to being on stage at the Sphere this May and playing with a new **OCDP** kit to show the world that the brand's iconic energy is officially back."

The relaunch collection brings together nine pieces, including two four-piece shell packs and seven specialty snares finished in archival-inspired designs that reflect **OCDP's** early custom shop builds. The line balances boutique character with accessibility, with snares starting at \$199.99 and shell packs starting at \$999.99. Acrylic construction, a signature element of **OCDP's** rise in the 1990s, returns as a centerpiece of the collection. Across the new collection, heritage design elements including shark tooth lugs and original **OCDP** badging, which nod to the brand's early custom builds while updating finishes.

Collection Features:

Shell packs

- **Limited 4-piece Acrylic Shell Pack in Nightglow Fade (\$1699.99)**
 - Featuring a faded acrylic shell construction, this luminous shell pack delivers bright, punchy tone and strong projection, built for high-energy live performance and bold stage presence.
- **Limited 4-piece Maple Shell Pack in Sharkbite Fade (\$999.99)**
 - A 100% maple shell pack finished in Sharkbite Fade, a design pulled straight from the OCDP custom shop archives, featuring shark tooth lugs and extended bass drum hoop, offering warm, balanced tone suited for versatile live and studio use.

**Matching Nightglow Fade and Sharkbite Fade snares are available to complete each shell pack configuration*

Snare drums

- **Limited Acrylic Snare, 14 x 5.5 in., Nightglow Fade (\$349.99)**
 - In a striking *Nightglow Fade* finish, delivering a bright, cutting attack with crisp articulation and focused projection, ideal for players who want sharp, articulate backbeats with bold stage presence.
- **Limited Maple Snare, 14 x 5 in., Sharkbite Fade (\$249.99)**
 - In a dynamic Sharkbite Fade finish, offering warm, articulate tone with smooth sensitivity and controlled crack, ideal for versatile players who need expressive response from studio sessions to live performance.
- **Frosted Acrylic Snare with Die-cast Hoops, 14 x 6.5 in., Bubblegum (\$269.99)**
 - In vibrant Bubblegum, featuring die-cast hoops for enhanced focus and rimshot power, delivering bright, punchy attack with controlled overtones, ideal for



players who want articulate crack, added projection, and bold visual flair on stage.

- **Spectrum Steel Snare with Black Nickel Hardware, 14 x 6.5 in. (\$249.99)**
 - Featuring a vacuum-coated steel shell in a bold, rainbow-like finish, paired with black nickel hardware, delivering bright, cutting attack with powerful projection and crisp articulation, ideal for players seeking commanding backbeats and standout visual impact.
- **Birch Snare with Spectrum Hardware, 14 x 5.5 in., Black Lacquer (\$199.99)**
 - In sleek Black Lacquer with eye-catching Spectrum hardware, delivering bright, focused attack with crisp articulation and tight low end, ideal for players who need cutting clarity and dynamic response for live or studio performance.
- **Raw Aluminum snare with Roundover Hoops, 14 x 6.5 in. (\$299.99)**
 - With an industrial aesthetic, delivering dry, crisp attack with cutting rimshots and controlled overtones, ideal for players seeking articulate sensitivity and versatile performance across live and studio settings.
- **Raw Copper Snare with Roundover Hoops, 14 x 6.5 in. (\$499.99)**
 - With a natural aesthetic, delivering warm, dark punch with controlled dryness and smooth articulation, ideal for players seeking rich backbeats with character and studio-ready versatility.

OCDP is available now at Guitar Center stores nationwide and online at www.GuitarCenter.com. The collection is also available for in-store play across all Guitar Center locations, giving drummers the opportunity to experience the instruments firsthand.

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit guitarcenter.com.

Press Contact:

media@guitarcenter.com