



## FOR IMMEDIATE RELEASE

### **Gruv Gear Signs Major Europe Distribution Deal With Adam Hall, Spans 30 Countries**

*Orange County, CA (PRWEB) 5 April 2011* – The stage is set and the spotlight is aimed at Gruv Gear as Germany-based distributor Adam Hall GmbH introduces its innovative utility carts, hand trucks and music accessories product line to the European market at the 2011 Musikmesse Frankfurt and Prolight + Sound international trade shows.

The two companies met a few months back at the 2011 Winter NAMM (National Association of Music Merchants) Show held in Anaheim, California, where a daily visit from Adam Hall's Markus Jahnel reinforced the positive interest he expressed from day one. "We had overwhelming attention from dealers and distributors from all over the world." recalls Jay Baldemor, President of [Gruv Gear](#). "Markus definitely became one of the most familiar faces by the end of the show, and that says a lot about Adam Hall's sincere desire and commitment in working with us." Within the following weeks, product samples were expedited to Germany, and shortly after a formal agreement was signed.

Adam Hall's massive footprint in Europe spans 30 countries at present, including throughout all of the European Union (EU) territory. The distribution deal effectively takes Gruv Gear's reach farther than any single country's distribution companies previously considered. Jay notes, "We talked to guys from Italy, Spain, the UK and others, but I'm thoroughly impressed with what Adam Hall puts on the table. They not only cover the Music Industry, which is a natural fit for us, but so many other industries that our products cross over to. We can't wait until every stage, club, arena, home and garage in Europe become familiar venues where Gruv Gear products are seen. It's a huge blessing to be working with Adam Hall."

"For me it was love at first sight – I definitely see a great potential for the Gruv Gear V-Carts on the European Market. These products set a new standard in terms of transportation flexibility and their design and overall feel are absolutely unique. It's a real 'must have'." says Markus Jahnel, Sales Manager at Adam Hall GmbH.

The debut of Gruv Gear's products, particularly its innovative series of multi-mode utility carts & trolleys for creative professionals, will be featured at Adam Hall's booths at the two major trade fairs being held concurrently in Frankfurt on April 6-9, 2011. The V-Cart Solo™ and Solo XL™ personal gear carts have already made avid endorsers out of some of the world's top artists, including Michael Jackson's "This Is It" players Alex AI and Jonathan "Sugarfoot" Moffett, Anthony Wellington (Victor Wooten Band), Norm Stockton (Lincoln Brewster), Derrick Murdock (The Tonight Show with Jay Leno), DJ Icy Ice (World Famous Beat Junkies, Kanye West and Black Eyed Peas Parties, Grammy After Parties), and Ray Roman (award-winning cinematographer and named one of the top 25 studios in the world).

All of Gruv Gear products can be found in the B2B Webshop at [www.adamhall.com](http://www.adamhall.com).



### **About Gruv Gear**

Gruv Gear designs and builds innovative utility gear and accessories for creative professionals, including musicians, DJs, photographers, cinematographers, film makers, audio/video engineers, and media crews. Founded in 2007 by a musician and product designer, the California-based company has been seeing tremendous forward momentum and widespread acclaims in a very short time, with global patents pending for its current innovations and more game-changing products slated in 2011. Gruv Gear continues to flex its marketing muscle with grassroots clinics and events, exclusive online campaigns, and major artist endorsements. Its brands and products include the Solo Series Personal Gear Cart (V-Cart Solo, Solo XL, Solo Lite), FretWraps String Muters, Sliiv, Venue Series Cargo Bags, and the V-Strap Signature, a true ergonomic guitar/bass double strap.

### **About Adam Hall**

Adam Hall is a wholesale distribution company with limited in-house production of certain product groups. Around 80 people are currently employed at the Headquarters of the firm in Neu-Anspach, Hessen, Germany - the number of employees worldwide reaching approximately 120.

The business activity of Adam Hall consists in the production, the wholesaling and the distribution of fittings for the manufacture of flightcases and transport containers. The company also manufactures and distributes a large range of professional audio products such as PA, wireless & broadcast audio solutions and speakers and a large choice of accessories such as audio connectors and cables, stands, instrument cases, etc. The range also extends to the Event & Industry sectors with the Defender range of cable crossovers, providing a wide selection of professional cable and hose traffic protection.

Adam Hall also distributes the following brands: LD Systems, LD Premium, Palmer Audio, Palmer Guitar, Defender, Fatial Pro, Eminence Speakers, BMS Loudspeaker, Audac, SKB Cases, Neutrik Connectors, Amphenol and K&M Stands.

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