



FOR IMMEDIATE RELEASE

Gruv Gear Inks Canadian Distribution Deal with Heartbeat Distributors Ltd.

October 28, 2011 (Orange County, CA) – Gruv Gear, Orange County California-based designer and manufacturer of innovative music products and accessories, announces a distribution deal with Heartbeat Distributors Ltd., broadening its reach to the musician and DJ market in Canada.

Heartbeat Distributors, who primarily distributes a line of percussion products, now includes Gruv Gear's acclaimed line of utility carts and handtrucks that brings a fresh option for local dealers serving drummers, percussionists, guitarists, keyboard players, bass players, and other musicians. They also plan to carry Gruv Gear's unique accessories that are designed to help make musicians' lives easier through thoughtful design, solid construction, better ergonomics, and unmatched ease of use.

The two companies met several months ago at the 2011 [NAMM](#) (National Association of Music Merchants) Show in Anaheim, California. "Noel Walker (Founder of Heartbeat) and I sat down a couple times to discuss the opportunity," says Jay Baldemor, President of Gruv Gear. "He expressed their need for a high-quality utility cart product for their target market of drummers and percussionists, who typically carry more gear than other musicians. With over 15 years of experience in the Material Handling industry, Noel was impressed with the quality, construction, and versatility of the V-Cart Solo, Gruv Gear's flagship handtruck/trolley that transforms from a 2-wheel dolly to a 4-wheel flatbed cart to a 4-wheel tilted cart that can be loaded all the way up to 500 lbs. Useful add-on accessories such as the XL Frame Extension, Carpeted Puzzle Deck and Stage Wedge make the V-Cart Solo even more configurable to adapt to various gear loads and situations. And with the recent introduction of the MUYER 6 longbed six-wheeler "u-boat" flat cart, DJs and musicians in Canada will have the privilege of enjoying the benefits of Gruv Gear products already owned and used by world-class musicians in the USA and Europe.

To learn more about [Gruv Gear](#) and its multi-mode convertible carts and handtrucks including the [V-Cart Solo](#), [Solo Lite](#), [Solo XL](#), and [Muyer 6](#), please visit www.gruvgear.com.

To learn more about Heartbeat Distributors and how to become a Gruv Gear dealer, please visit www.heartbeatdistributors.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 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. The company 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 Moffett](#), [Peter Erskine](#) (multi Grammy-winning drummer, Weather Report, Chick Corea, Yellowjackets), [Jon Myron Clark](#) ([Michael Jackson "The Immortal" World Tour by Cirque du Soleil](#)), [Anthony Wellington](#) (Victor Wooten Band), [Norm Stockton](#) (Lincoln Brewster), [DJ Icy Ice](#) (World Famous Beat Junkies, Kanye West and Black Eyed Peas Parties, Grammy After Parties, Manny Pacquiao After Parties), and [Ray Roman](#) (award-winning cinematographer and named one of the top 25 studios in the world).



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