



FOR IMMEDIATE RELEASE

Gruv Gear Announces New Photographer Accessories To Convert Its Stadium Bag Into A DSLR Backpack

Orange County, CA (PRWEB) 31 July 2012 – California-based Gruv Gear, designer and manufacturer of innovative utility transport systems and bags, announces two new accessories for its largest multi-use backpack, the Stadium Bag. The Camera Divider is a drop-in partition case that easily converts the Stadium Bag into a full-fledged DSLR bag by simply replacing the two built-in shelves. It also gives the user a new option to carry up to a 17" laptop on the inside of the bag, or transfer the computer to free up the front area for an iPad, something that many have requested in the full-featured backpack.

The accessory ships flat, is assembled via familiar Velcro fasteners, and comes with multiple high-visibility padded foam dividers to allow users to customize the space. The top area is designed to accommodate a DSLR body with the lens attached, so it can be pulled out quickly ready to shoot at any time. The bottom sections are further partitioned by a second shelf and padded dividers, which would be accessed through the Stadium Bag's side "locker doors."

The Camera Divider drops in and secures nicely to the bag interior, and pulls out just as easily when not in use. It's designed to carry several combinations of DSLR camera bodies, lenses, and battery chargers, while the Stadium Bag's built-in weather cover helps protect valuable gear from the elements.

The new Tripod Pouch add-on accessory is also made for its Stadium Bag, but can universally fit other DSLR bags and cases. The accessory attaches to the built-in webbing loops on either side of the backpack to carry camera tripods, compact guitar stands, desktop microphone stands, or smaller telescoping light stands. The bottom of the Tripod Pouch has a large grommet ring to allow sand or dirt to fall through and not accumulate inside the pouch area.

Photographers will enjoy the convenience of carrying up to two tripods or stands on their Stadium Bag, while musicians and mobile producers can enjoy having their instrument and mic stands conveniently in-tow while freeing both hands. The Tripod Pouch is easily removable and can be stored in one of the side cargo pockets without taking much space. It is constructed using the same sturdy polyester/nylon material used on the Stadium Bag, and comes in all-black for a universal look when mounted on other DSLR bags.

The Tripod Pouch accommodates tripods and stands from 13" (33 cm) to 25" (63.5 cm) tall, while the pouch depth is 4.5" (11.4 cm) and is easily tightened to secure the gear. The accessory weighs only 3 oz (0.08 kgs) but carries up to 10 lbs (4.5 kgs).

Both photographer accessories are expected to be available at Gruv Gear authorized dealers, including B&H Photo/Video, Musician's Friend, and Sweetwater this August.

More information can be found on www.gruvgear.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 for this year and beyond.

Gruv Gear continues to flex its marketing muscle with grassroots clinics and events, exclusive online campaigns, and major artist endorsements. The company has already made avid endorsers out of some of the world's top artists, including musicians from American Idol, Cirque du Soleil, and the Michael Jackson "The Immortal" World Tour. Other world-renowned endorsers include Peter Erskine (multi Grammy-winning drummer, Weather Report, Chick Corea, Yellowjackets), Anthony Wellington (Victor Wooten Band), Paul John, Jr. (Alicia Keys, Nelly Furtado), Gerald Veasley (Joe Zawinul, Electric Mingus Project), Norm Stockton (Lincoln Brewster), DJ Icy Ice (World Famous Beat Junkies, 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).

Gruv Gear products are currently distributed in the USA by Musical Distributors Group, in Europe by Adam Hall GmbH, in Canada by Heartbeat Distributors Ltd., in India by Rockin' 24/7, and by Labex in Lebanon.

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