



FOR IMMEDIATE RELEASE

Gruv Gear Launches The New SoloStrap Premium Guitar Strap

May 1, 2013 (Orange County, CA) – Gruv Gear, Orange County California-based designer and manufacturer of innovative music products and accessories, announces the launch of its latest guitar accessory, the SoloStrap. Built from the same fine leather craftsmanship as its popular ergonomic DuoStrap Signature double strap, the new SoloStrap fills a void with a uniquely designed, high-quality padded leather strap that guitarists and bassists have been missing.

The SoloStrap is made with the finest hides imported from Europe, Canada and South America, featuring a resilient contour padding wrapped with supple garment leather on top in two-tone natural hues to complement the finest instruments. The color-matched suede bottom helps solve an age-old complaint by players with some neck-heavy guitars suffering from “neck dive.” The bottom anti-slip surface prevents this.

“We were very intentional in designing this strap,” says Jay Baldemor, President of Gruv Gear. “There are already plenty of guitar straps out there, but our focus with the SoloStrap was on comfort, quality, and functionality – No gimmicks that compromised function. We chose a timeless classy aesthetic. We use sturdy metal hardware for length adjustments instead of the bulky and cumbersome loop system that the majority of leather straps have today, which we never really liked. The player who will buy the SoloStrap cares about fine quality products, and wants to invest in a strap that feels great and looks great, which in turn will help them play better.”

The SoloStrap comes in black, tan, and chocolate brown with a complementing cover plate and tail strap for a two-tone look. Its usable length can be adjusted from 37.5” to 50”, with an extra-long option that extends it to a full 62”. The SoloStrap is now available on Gruv Gear’s website and in a growing number of dealers worldwide. Inquiries from new dealers are welcome and may be directed to sales@gruvgear.com.

To learn more about the new SoloStrap and other innovative music accessories by Gruv Gear, please visit www.gruvgear.com.

About Gruv Gear

Gruv Gear designs and builds a successful line of innovative utility gear and accessories that make life easier for creative professionals and beyond, including career musicians, DJs, photographers, filmmakers, mobile producers and more. 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.

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