



## FOR IMMEDIATE RELEASE

### Gruv Gear Announces World's First Do-It-Yourself (DIY) Guitar Strap

*Orange County, CA (PRWEB) 22 January 2014* – California-based Gruv Gear, designer and manufacturer of innovative utility gear and accessories for musicians, proudly announces a fun and fresh new approach to the old guitar strap – A DIY system that let users to create their own unique custom strap. Another world-first like many Gruv Gear products, the YouStrap is being showcased at the NAMM (National Association of Music Merchants) international music products tradeshow on January 23-26, 2014.

“The YouStrap is hands-down the most fun you’ll ever have picking out your guitar strap!” exclaims Jay Baldemor, founder of Gruv Gear and inventor of the patent-pending YouStrap. “The possibilities are nearly endless – We’re showing players how they can create a strap all their own by choosing the tips, connectors, strap body, and tail – in any combination they wish. We’ve barely begun to scratch the surface of the possible designs the YouStrap can create, it’s literally limitless.”

The YouStrap project is planned to be launched via the popular crowd-funding website Kickstarter.com. Gruv Gear will be featuring some of the first sets of designs and styles at the NAMM Show, but the Kickstarter campaign will allow supporters to ultimately decide which make it to production. Some of the strap patterns and styles that are being previewed include bright patent leather colors, animal faux fur, metallic colors, faux reptile skins, plaid, canvas, neoprene, and more. Combined with an assortment of colorful adjustable webbing tail straps, and colored hardware, and the design outcome is completely customized by the user. Furthermore, any of the YouStrap parts will be available to be purchased separately and individually, allowing customers to change even just one part and give a whole new look to their existing strap.

Jay adds, “We’re releasing this on Kickstarter to really get a feel for what people want, and give them a chance to support the release of even more styles and colors. Basically, the more support we receive, the more styles can be made available. Not only that, we will be offering the YouStrap at a very attractive price to Kickstarter backers.”

The YouStrap also addresses the lack of proper guitar and bass straps for kids and youth in the market. A wide variety of great guitar straps already exist, but unfortunately most are too long for smaller players. Our approach makes any of the strap designs available in youth lengths, by simple choosing one of the short bodies, they get a professional (and fun) guitar or bass strap never before available in their size.

For more information on Gruv Gear and its thoughtful line of music accessories, visit [www.gruvgear.com](http://www.gruvgear.com). To learn more about the YouStrap campaign on Kickstarter, visit [www.youstrap.com](http://www.youstrap.com).

#### **About Gruv Gear**

Gruv Gear exists to bring innovative and well-thought out products to creative professionals and beyond, including career musicians, DJs, photographers, filmmakers, mobile producers and more. We are on-track not only to become a premium lifestyle accessories brand in the Music/DJ and Photo Industries, which is a small fraction of our potential market, but also expand to a broader range of industries that will increase our global footprint exponentially. To date, Gruv Gear products are sold in 5 continents and shipped directly to adoring fans worldwide.

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