

ESO Strap, acquired by Black Rapid



Seattle, May 31, 2020 ([Issuewire.com](https://www.issuewire.com)) - ESO Strap, the innovative guitar accessories brand has been acquired by Black Rapid, a global manufacturer of camera straps. This partnership brings two pioneers within the patented strap market together.

Notably, ESO Strap reimagined the modern guitar strap with its unique contoured shape, designed to avoid key pressure points on the shoulder, neck, and back where most discomfort from traditional guitar straps occurs. This combined with its fluid motion pickpockets, which enable seamless replacement; bypassing any interruption to the music has established the brand as a household staple in the music accessories industry. Black Rapid camera straps have continued its rapid growth through diversifying their offering by adding tactical straps, phone accessories, and now guitar straps with the acquisition of ESO Strap.

"The ESO Strap is a product that I've been using since they arrived on the music scene," said Ron Henry CEO / Black Rapid. "We are excited to continue diversifying our product offering and expand on the success ESO Strap has built."

"It has been an incredible journey growing our brand and product line over the last 5 years and look forward to seeing Black Rapid take it even further". "Our strong history of collaboration with Black Rapid, and their vision for the future of our product, fit perfectly." – Holly Corcorran, Founder of ESO

Strap

*Due to Covid-19 and the temporary pause in manufacturing, inventory will be limited until production continues under the new ownership. For more information, please visit <http://www.esostrap.com/>

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Source : ESO Strap

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