

1 September 2009

The “more perfect” shoulder strap

No matter which way it’s worn – left shoulder, right shoulder, facing up or facing down – the Vertebral Tech™ Shoulder Strap provides comfort and support

Staying comfortable when carrying a heavy load of camera gear is always a challenge. Lowepro set out to design a more perfect shoulder strap – one that provides long-wearing comfort, support and flexibility. The inventive result is the **Vertebral Tech™ Shoulder Strap**, named after its patent-pending Vertebral Tech™ spine-like structure embedded in a double layer of EVA (Ethylene Vinyl Acetate) foam padding.

It’s not just photographers who will appreciate this design – it’s ideal for carrying a sports bag, briefcase, duffle bag, notebook case – even a golf bag.

Features and benefits

- Vertebral, contoured design ▶ Ensures a comfortable fit no matter how strap is worn: left shoulder, right shoulder, facing up or facing down
- Double EVA-foam padding with patent-pending Vertebral Tech™ ▶ Bends to conform to the shape of a shoulder or neck and distributes weight evenly for maximum comfort
- Sturdy metal swivel snaphooks ▶ Provide no-twist, durable connections
- Non-slip strip on both sides ▶ Helps prevent shoulder strap from sliding off shoulder; serves as a camera strap keeper on top
- SlipLock™ attachment loop ▶ Expands carrying options

About Lowepro

Lowepro founder Greg Lowe established the company’s reputation for quality and innovative design in 1967 when he introduced the world’s first internal-frame backpack. More than 40 years later, Lowepro continues to revolutionise the industry with pioneering design and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment including products for cameras, camcorders, notebook computers, imaging accessories and portable consumer electronics.

Lowepro products are distributed in more than 100 countries through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. Lowepro offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany.

For more information about Lowepro products, visit www.lowepro.com

More information

phone | email | web
 1300 882 517 | sales@maxwell.com.au | www.lowepro.com

These and other print-resolution images downloadable from <http://highres.maxwell.com.au/lowepro>



Specifications & RRP

Model name	Vertebral Tech™ Shoulder Strap
Colours	Black
Weight	0.2kg (7.1oz)
External dimensions	7.5W x 4D x 151H cm 3W x 1.6D x 59.4H in.
RRP	\$49.00
SKU	680450

Availability

Vertebral Tech™ Shoulder Strap is due into retailers Australia-wide in October 2009.