



Press Release For Immediate Release

Gruv Gear Integrates Lost-and-Found Tech In Musician Travel Bags

Orange County, California (December 11th, 2019) – Gruv Gear, the California-based travel bags and cases manufacturer is pleased to announce a strategic alliance with UK-based [HomingPIN](#). Selected ranges of [Gruv Gear](#) cases and bags will now be sold complete with custom-made **Global Recovery Tags**, powered by HomingPIN, significantly reducing the possibility of losing luggage or instrument cases while traveling.

Gruv Gear's mission is to revolutionize the lifestyle of musicians and jetsetters with thoughtful and innovative luggage, instrument and accessory bags and cases. All the company's products are constructed to high quality standards using superior materials. They are rugged, waterproof, convenient and comfortable to use.

Each **Global Recovery Tag** built into Gruv Gear bags and cases has a **unique, permanent, anonymous identification number**. The hardwearing, metal tags are easy to use, there are no moving parts or batteries; simply register the tag on the HomingPIN website secure database and if a bag or case is lost or fails to arrive when traveling, the ID number can be searched and bags reunited quickly with owners. HomingPIN is integrated into over 2800 airports worldwide.

'We were looking for a robust, low-cost, and reliable asset recovery technology to offer our customers, many of whom are jetsetters and world-touring artists,' comments Jay Baldemor, President of Gruv Gear. *'Losing or misplacing luggage, instruments, and critical work equipment while traveling can be devastating. Our goal is to give customers peace of mind, not only with the quality and protection of the bags and cases we offer, but also security and recovery. Teaming up with HomingPIN has allowed the Gruv Gear to do just that.'*

Andrew Hopwood, CEO and Co-Founder of HomingPIN, said, *'We are delighted to be working with Gruv Gear to help protect all their customers' bags, high-valued musical equipment and personal possessions. Like Gruv Gear we understand that a person's belongings are more than just objects; the HomingPIN global recovery system greatly improves the chances of the owner's belongings being recovered should they be misplaced or lost.'*

Initially, Gruv Gear is launching the Global Recovery Tag feature built in to the following products:

- [Kapsule travel guitar case](#)
- [SLNG personal tech pack](#)
- [QUIVR Tour drum stick bag](#)
- [Stadium Bag](#)
- [Club Bag](#)
- [VELOC Drum bags](#)

The company already has plans to integrate the Global Recovery Tag into many of their upcoming bags and cases, making Gruv Gear the first in the Music Industry to offer such a technology. The Global Recovery Tag tracking service is free for the first year and \$6 per annum thereafter, peace of mind for less than the cost of two lattes!

Current owners of Gruv Gear backpacks and cases are able to purchase tags on gruvgear.com/foundit

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About Gruv Gear

Gruv Gear is a premium travel lifestyle brand originally rooted in the creative community. Distributed in over 55 countries, it aims to revolutionize the jetsetter's lifestyle with its innovative backpacks, cases and accessories. Over 250 world-class musicians, producers, photographers and million-mile travelers endorse and trust Gruv Gear with their everyday carry and tech essentials. Learn more about Gruv Gear by visiting: <http://www.gruvgear.com>



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About HomingPIN

HomingPIN offer 365 days 24/7 protection. Our system is integrated into the lost baggage system used by airports globally and our 65-language easy reporting portal removes language barriers when items are left abroad. With our asset labels your case, phone, tablet, wallet, laptop etc. can now be protected in the airport, on board the plane, in a taxi, on a bus, in fact everywhere globally. Learn more about HomingPIN by visiting: <http://www.homingpin.com>