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«BLACKRAPID»



AFTER YEARS OF SHOOTING THE SEATTLE MUSIC SCENE, WEDDINGS, AND OTHER DYNAMIC ENVIRONMENTS, RON HENRY HAD A FLASH OF BRILLIANCE THAT WOULD TURN THE CAMERA WORLD UPSIDE DOWN. NO MORE STRAPS SLIDING OFF YOUR SHOULDER. NO MORE FUMBLING AROUND, WASTING TIME, OR NECK ACHES. LIKE A FEW OF HISTORY'S MOST INSPIRED INVENTIONS (THE WHEEL, PRE-GRAATED CHEESE, THE BUG ZAPPER, ETC.), THE CONCEPT IS SO SIMPLE IT EVADED EVERYONE...UNTIL NOW.

YOUR CAMERA HANGS UPSIDE DOWN, READY TO MANEUVER INTO POSITION AT A MOMENT'S NOTICE VIA A SLIDING CONNECTR THAT ALLOWS THE CAMERA TO MOVE FREELY WHILE THE STRAP STAYS PUT. LIKE A TRUE REVOLUTIONARY, RON SHARED THE WEALTH (SO TO SPEAK) AND STARTED BLACK RAPID INC. TO EASE THE PAINS OF THE PEOPLE. IN A CLASS OF ITS OWN, THE R-STRAP IS HERE TO STAY.

THE WORLD'S FASTEST CAMERA STRAP

jpdistribution Hempstalls Lane, Newcastle-under-Lyme, Staffs, ST5 0SW t: 01782 753304 e: blackrapid@johnsons-photopia.co.uk w: www.johnsons-photopia.co.uk



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