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**Ernie Ball Announces Expansion of Best-Selling Instrument Strap Line**

*2020 brings 15 new offerings to the ever-popular Ernie Ball Jacquard strap collection*

(Coachella Valley, CA – January 16, 2020) – Ernie Ball, the world’s leading manufacturer of guitar strings, musical instruments and accessories, is proud to announce the newest editions to its Classic Jacquard Strapline. The world's number-one Polypro guitar strap is now available in 15 stylish new Jacquard designs featuring embroidered leather ends with durable yet comfortable Polypropylene webbing. Designs include Tangerine Nightmist, Taos Fire Red, Midnight Blizzard, Pink Paisley, Redbird Rising, Winter Rose, Blackjack Red, Olive Canvas, Albuquerque Blue, Peace Love Dove, Alpine Meadow, Premier Paisley, Kaleidoscope Pink and Kaleidoscope Blue. Strap length measures 41" to 72". The new straps will street for $19.99 and will hit stores beginning February 2020.

Photo file: EB\_Straps2020.JPG

Photo caption: Ernie Ball’s new straps in its Classic Jacquard Strapline

Additional high-res graphics of the new straps can be found [here](https://www.dropbox.com/sh/a9bzn514jzh2ynq/AADD-cemfVV4D2ufxDWRRXETa/EB/New%20Straps/Images?dl=0&subfolder_nav_tracking=1).

**ABOUT ERNIE BALL**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young, and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide. Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the ’70s, Sterling Ball played an important role on the design and development of the iconic StingRay basses. The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood, and the revolutionary Element Shield Packaging, keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest-running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at [www.ernieball.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.ernieball.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=EhQSAJ49BKQptPTirrWNsvFp1wNC6KRReSJVanpLLlg&e=) and [www.music-man.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.music-2Dman.com&d=DwMFaQ&c=qwStF0e4-YFyvjCeML3ehA&r=xIU6crmdZ1jU5Lv7Z0KzByyl-bxmhhv06yjTt9qHHBc&m=mRAdxnLLAzitGZkD8nMXfiDUadqN8escqrl8lboJOlI&s=FtBtVAoldcmVD3WnTrDfl1lPkaW_dVW72uFLozFRcJw&e=).

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