

A photograph of a beach scene. In the foreground, a white surfboard lies on the sand. On top of the surfboard are two small, crumpled pieces of fabric, one black and one blue. A diamond-shaped object, possibly a camera strap, is also visible on the surfboard. In the background, waves are breaking on the shore under a hazy sky.

What everyone ought to **know about camera straps**

About Indigo Marble

Although we are not professional photographers in any sense, we have lugged enough cameras around to determine that we needed and wanted a strap that was a lot more comfortable and secure than the standard manufacturer strap that usually comes with a camera.

And we weren't the only ones. A lot of our friends and fellow photographers said the same thing.

So we set ourselves the task of designing a strap that would not hurt our shoulder after carrying a camera for 45 minutes. We usually carry a camera when we are out and about (which is most of the time), and we are usually out for longer than 45 minutes.

After speaking to a lot of different people, we designed the Indigo Marble SC35 neoprene luxury strap. This provides maximum comfort for your neck and shoulders.

Why is it called the SC35? Well we like to surf as well as photograph waves and surfers. SC are the initials of one of our favorite beaches, and we enjoy it most when the waves are 3-5ft. Perfect model number created!

Look out for the **special offer** and guarantee at the end of this e-Book.

Watch for some exciting new products from www.IndigoMarble.com in the near future.

Table of Contents

Discover how to get the most out of your new camera strap	4
Getting started and getting shooting quickly	
8 Benefits of the SC35 Camera Strap	9
Did you know...	
Product Specifications	12
The stuff some people want to know	
In Summary	13
Special Offer	15
Spectacular ways to improve your photography	16
Exclusive Product Guarantee	17

Discover How to Get the Most Out of Your New Strap

Please refer to following diagram in the following chapter



Out of the box

The first thing you may notice is a rubbery smell! Not surprisingly, this is the neoprene part of the strap. Neoprene is the material that is used to make wetsuits. Don't worry. The rubber smell will soon dissipate once you have released the strap from its packaging and taken it out for a spin.

Carefully cut or tear the white tape (1) wrapping the poly bag near to the Indigo Marble card.

The strap should easily pull out of the card.

Put attractive Indigo Marble card to one side – possibly to use as a coffee mat later on.

I know what you're thinking, this strap isn't exactly colorful, and that's true. We are planning on releasing different color straps in the future – maybe even Indigo colored! Most of our customer feedback has indicated that black is the preferred color.

Firstly we suggest adjusting the length of the strap to suit your body size. This is easily achieved by sliding the adjusting mechanism (2) closer toward the neoprene material (away from the camera fastener).

There is also a plastic clasp (3) attached to the strap that can be moved to keep both sides of the strap close together if the strap length adjuster is further away from the neoprene.

The strap comes with a safety “back up” ring securely attached to one end of the neoprene. We recommend when placing the strap over your head and positioning it on your shoulder, that this ring is facing forward on your chest. (Some customers prefer to purchase an optional strap to connect their camera to this ring for added peace of mind).

Indigo Marble Camera Strap

There are two identical buckles (4) on the nylon part of the strap that are used to provide “travel” for your camera once it is attached to the strap. Unclasp each one and adjust it on the strap so that your camera will sit on your hip when walking, but will also enable you to slide the camera up the strap to take a shot without the strap moving. See following picture.



If you are not planning on taking any photographs or video for a period of time, we would suggest that you move the two buckles (4) closer together to prevent the camera moving or sliding on the strap too much.

You are now ready to attach your camera.

Indigo Marble Camera Strap

You have a choice of using the included D-ring (7) or the included L-plate (8).



Screw either attachment tightly into your camera's ¼" thread Tripod Socket. We would also recommend checking this connection on a regular basis and tightening it throughout the day, especially if you have been moving around a lot. We prefer the L-plate, but many others prefer the D-ring.

If you decide to use the L-plate, it is a good idea to screw the D-ring into the top of the L-plate screw (as shown in 8 in the above picture) to prevent it getting lost. Alternatively, you could screw it into another camera to enable a quick change over to the strap when required.

If not already done so, unscrew the heavy duty metal sleeve unlocking the gate on the Carabiner loop (10) towards the narrow end. Open the gate, slide the D-ring or L-plate onto the Carabiner (9) and secure it by screwing the sleeve back into place.

Note: Carabiner and 1/4 camera screw can break due to misuse and abuse or over-tightening

Indigo Marble Camera Strap

You are ready to shoot!



8 Benefits of the Indigo Marble SC35 Camera Strap

1. **Provides comfort** – The SC35 is a little wider than the average camera strap (especially the stock strap that came with your camera) so it spreads the load of the camera and lens across the neck a bit more.

It's really strong and thick (8mm) and the elasticity and softness of neoprene (same material that is used for making wetsuits) provides the most comfortable way of carrying your camera.

The neoprene is designed with a gap in the middle of the strap for better ventilation/aeration to prevent excessive perspiration while using this strap. The gap also helps with distributing the weight more evenly minimizing the stress on your shoulder.

2. **Security** - No camera brand plastered all over the strap for everyone to see – deters would-be thieves as it doesn't "advertise" your expensive camera. Also if you're like us, then sometimes you may wrap the strap around your wrist, so the rubberized anti-slip underside of the neoprene provides extra grip and security.

The carabiner/snap hook comes with security lock for additional safety

3. **Easy to use** - Maneuver your camera into a shooting position without adjusting the position of strap – due to rubberized underside of neoprene. The strap stays where it is supposed to – on your shoulder.

We love the strap's 'quick draw' functionality – which means that the camera is not attached to a fixed point on the strap but to a metal ring which allows the camera body to slide up the strap into a shooting position fast without the strap itself moving at all – a great invention and is why we will never again use a strap without this function

Indigo Marble Camera Strap

4. **Saves time** – Remove camera from strap with quick release system, or exchange cameras quickly (extra included free fastener could already be attached to second camera).

If you need to attach your camera to a tripod, just screw your tripod directly into the camera fastener. You may have to remove the D-ring if you are storing it for safe keeping in the L-plate.

5. **Prevents awkward crowd situations** – No more bashing your camera into people as you walk through crowds as the SC35 allows you to keep the camera firmly at your side.

Also with a traditional strap, the camera sits on your chest or stomach. If the person in front of you stops instantly, giving you no time to react, they end up being stabbed with the pointy end of your lens in their back whilst your gut takes the impact of your camera body. Carrying your camera at your side prevents this apology requiring situation!

6. **High strength** – Neoprene is very tough and also stretchy – being stretchy helps cushion the weight of the camera especially when walking/moving around. When compared to the factory neck strap you will barely even feel that the strap is attached



7. **Light weight** – The strap will not add extra weight while lugging your camera gear around. Ideally most of us want to carry as little weight around as possible and the SC35 is as light as possible whilst still retaining high strength qualities.

8. **Convenience** - Customize the amount of glide or travel that your camera can move whilst connected to the strap, by adjusting the buckles. Restrict your camera from sliding around at all when not using it by making the gap between the buckles very small.

SC35 Neoprene Strap Specifications

The boring stuff

Packaged length: 46cm

Packaged width: 10cm

Packaged weight: 0.18kg (including camera fastener)

Maximum strap length: 143cm (including neoprene section)

Minimum strap length: 95cm

Length of neoprene: 44cm

Width of neoprene: 7.5 to 9.5cm

Neoprene thickness: 8mm

Nylon webbing width: 25mm

Nylon webbing thickness: 0.6mm

Materials: Neoprene, nylon, galvanized metal, plastic

Lens Cloth: Microfiber cotton

Summary

In conclusion we think that the strap is pleasing to the eye as well as being less garish than the factory strap. It's also extremely comfortable and spreads the weight of the camera and lens very well.

The 'quick draw' mechanism is incredibly useful as it keeps the strap in a fixed place across the shoulders whilst allowing the camera to be quickly brought up into shooting position. If this is the first time that you have used this type of camera attachment you may find it to be a strange feeling at first, but we believe that you'll find the camera actually feels safer hanging upside down by your side.

The strong connectors also provide confidence. We think this is a great affordable alternative to some of the more expensive straps out there as well as being a massive improvement on the factory strap.

We really appreciate you buying one of our camera straps. As a small way of thanking you, please refer to the Special Offer below to get \$10 off the purchase of another strap – maybe you liked the strap so much you would like to purchase one as a gift for a friend or family member.

Please try it out for a day or two and let us know what you think. The best way to provide feedback is to email us on info@indigomarble.com

We think you'll be really like the strap, but if you are unhappy with the product in any way please email us give us your honest thoughts so that we can work on improving it.

If you do like the product, it would be AWESOME if you could post a product review for it on Amazon. Reviews go a long way towards helping small businesses like ours compete with the big companies who have lots of money to spend on marketing and advertising. When it comes time to write your review, you can do that by going to this link:

[Indigo Marble SC35 Neoprene Camera Strap](#)

Indigo Marble Camera Strap

We would be delighted and very grateful if you would like us on Facebook at



www.facebook.com/indigomarble

and follow us on Twitter at



www.twitter.com/indigomarble

If you would like to contact us for any reason, please email us at

info@indigomarble.com

Special Offer

As a Thank You for buying our SC35 product, we would love to offer you a \$10 discount when you purchase a further Indigo Marble camera strap from Amazon.

You should have received notification of this when you purchased your initial SC35 neoprene strap from Amazon. If however you didn't for any reason, please email us at

specialoffer@indigomarble.com

We will make sure you get a new code to input when you check out in our Amazon store.

Click [here](#) now to go straight to the Indigo Marble Amazon store to purchase another amazing luxurious neoprene strap for a best friend or family member.

After all, you wouldn't want them to have a sore shoulder and/or neck from using their current sub standard strap would you?

Spectacular Ways to Improve Your Photography

Rather than us spouting on with loads of tips, we thought we point you in the way of the professionals. If you are looking to improve your photography, you could do worse than checking out these great websites:

- [National Geographic magazine photo tips](#)
- [Digital Camera World magazine tips](#)
- [Top 10 Tips for Great Pictures from Kodak](#)
- [Landscape photography tips](#)
- [50 essential photography tips from CNET](#)
- [Quick and useful tips for beach photography](#)
- [You can never have enough of looking at amazing photos of the ocean](#)

Exclusive Indigo Marble SC35 Product Guarantee

A quick word about Guarantees

We have looked at a lot of similar type straps and a lot of different materials whilst introducing our product. We have learnt that a picture on a computer screen does not necessarily bear any resemblance to the actual product. We have seen straps that “look” identical, but upon closer examination, the materials and quality of these camera straps were terrible. We have used the best materials we could find to make the best camera strap that we can.

We expect our straps to be used. We expect and hope that they get used a lot.

OUR GUARANTEE – If within 2 weeks of owning the strap you are not completely happy with it, we will refund you your money **in full**. We want you to enjoy using our product and we want you to feel like you have received a great camera strap at a fair price. If you feel this is not the case, please get in touch with us so that we can make you happy again.

To the original owner, we guarantee our products against any defects in material or workmanship for 3 years after the date of purchase. If you have any problems with the camera strap, please contact us for return authorization at service@indigomarble.com before sending the product to us. We will evaluate the issue. We will repair or replace the product (at our option) if the damage is covered by the guarantee.

Damage due to normal wear and tear, the natural breakdown of materials over time, accident, improper care, or negligence is not covered by our guarantee. If a repair is possible, we will repair products at a reasonable charge to you when the damage is not covered by our guarantee. “Normal wear and tear” includes the damage to materials and fasteners that is expected due to normal use over time, the damage to the product has to be the result of a defect for it to be covered by the guarantee.

This guarantee excludes claims to any incidental or consequential loss to personal property such as camera equipment carried by Indigo Marble products. This Guarantee is only for the camera strap, not for any equipment that may be carried.