News Release

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www.msegrip.com

**Matthews Introduces Gatorbuddy™**

Burbank, California: Matthews Studio Equipment brings another smarter support solution to photography and video shoots. New Gatorbuddy™ is a professional tool that helps shooters work with bounce and fill cards that can increase productivity on the job.

**C**ompact, sturdy and mobile, Gatorbuddy is useful for a variety of tasks. Featuring a steel base and four Tente caster wheels, it can glide around the studio, then easily lock safely in place to facilitate lighting adjustments. With dolly-like ease, it can help move panels and V-Flats smoothly in and out to swap backgrounds. Plus, it can help create instant walls and dividers or easily be equipped with a laptop or monitor for use as a work/media station.

The design features a sturdy wheeled base with a low center of gravity for maximum stability. Eight inserts offer positioning of the three screw-in aluminum Baby Risers while a slider knob accommodates width and angle adjustment of various size panels. Additionally, it is easy to add a Junior Wall Plate for supporting a C+ Riser or a V-Flat holder that easily modifies for varying angles.

Gatorbuddy is compatible with professional grip equipment thanks to 5/8" Baby Pins on each aluminum Baby Riser along with multiple tapped 3/8"-16 receivers. So it is easy to add baby pins, clamps, grip heads, and more. Finished in matte black, the system measures 39" x 18" x .82" /99 x 45.7 x 2.1 cm and weighs 26.4 lbs./12 kg. It supports loads up to 50 lbs./22.6 kg.

Gatorbuddy was conceived by working photographer Carlo Hindian out of necessity when he needed a better way to handle gatorboard, a mainstay on still photo and video sets. After testing in real-world scenarios by videographers and photographers, who unanimously saw its multifold benefits, Hindian partnered with Matthews Studio Equipment to manufacture and market Gatorbuddy.

Today Gatorbuddy is available from Matthews dealers worldwide. See it in action at <https://bit.ly/Gatorbuddy> For more information on Matthews’ full line of studio grip gear, please visit [www.msegrip.com](http://www.msegrip.com)

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**About Matthews Studio Equipment**

MSE now has 50 years of success in the manufacturing industry—specializing in hardware, camera and lighting support. Its equipment is being used for entertainment productions and in major studios in over 90 countries around the world. The company has been honored with two Presidential “E” Awards for outstanding contributions to growing U.S. exports, strengthening the economy and creating American jobs. Matthews has also been honored by the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences for Technical Achievement. MSE offices are located at their state-of-the-art manufacturing facility at 4520 West Valerio Street, Burbank, CA 91505. [www.msegrip.com](http://www.msegrip.com)