

# Voguestrap Provides The Critical Component For The Smartwatch Revolution

*Voguestrap has developed a line of comfortable replacement watchbands for smartwatches to overcome the #1 reason consumers will not purchase a watch - comfort.*

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/EINPresswire.com/ -- Voguestrap, the leader in replacement watchbands for over 70 years, proudly introduces its latest innovation in high-quality replacement watchbands with the launch of its new line of Kreisler Tech and Smart Buddie replacement bands for smartwatches.



Kreisler Tech logo for smartwatch replacement bands

The Kreisler Tech and Smart Buddie lines of innovative replacement bands were designed and developed after months of research among consumers and retailers. The research found that while the overall smartwatch category is growing tremendously based on high-tech innovation from the likes of [Pebble](#), Sony, Samsung and the soon-to-be-released Apple watch, the category is focused on the technology of the operating system and its corresponding watch face – and not necessarily on the watchband. However, when dealing with an accessory that consumers constantly wear on the wrist, manufacturers and retailers who neglect the watchband's importance do so at their own risk.

"Our research found that 30% of consumers will not purchase a watch because a watch feels uncomfortable on their wrist," states Sy Greenwald, COO of Voguestrap. "We feel that there is an opportunity to support the smartwatch category's growth by offering a dedicated line of highly comfortable replacement watchbands in luxurious leathers and stunning metals in order to overcome consumer resistance to buying and wearing today's smartwatches."

Kreisler Tech and Smart Buddie replacement watchbands are comfortable, water resistant, and made in extra wide sizes to support the large screens on smartwatch faces. The replacement bands can be easily placed on most smartwatches including Pebble, the [Samsung Gear 2](#) and the [Moto 360](#). Kreisler Tech and Smart Buddie bands come in different materials, colors and styles for both men and women and are available nationally at Best Buy and other fine retailers.

Press release courtesy of Online PR Media: <http://bit.ly/XiGKQO>

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