CLAIMS:

1. A strap connector assembly for connecting first and second straps, each of the first and second straps comprising a unitary plastic core within a textile casing, the strap connector assembly comprising:

a first connector portion positioned at an end portion of the first strap;

a second connector portion positioned between end portions of the second strap, the second connector portion comprising a projection of the unitary plastic core protruding through the textile casing of the second strap, the second connector portion configured to align with the first connector portion to facilitate connection of the first and second straps.

2. The strap connector assembly of Claim 1, wherein a thickness of the first connector portion is equal to a thickness of the second connector portion.

3. The strap connector assembly of either of Claims 1 or 2, wherein the first and second connector portions are configured to have a clearance gap disposed therebetween when the first and second connector portions are in alignment to facilitate connection of the first and second straps.

4. The strap connector assembly of any one of Claims 1-3, further comprising an alignment recess disposed on the first connector portion, the alignment recess being configured to engage a protrusion disposed on an internal surface of a moulding tool to maintain a position of the first connector portion relative to the moulding tool.

5. The strap connector assembly of any one of Claims 1-4, further comprising an overmoulded joint that is overmoulded over the first and second connector portions.

6. The strap connector assembly of Claim 5, wherein a thickness of the overmoulded joint is equal to a thickness of the first connector portion and a thickness of the second connector portion.

7. The strap connector assembly of Claim 5, wherein the overmoulded joint contacts the textile casings of the first and second straps.

8. The strap connector assembly of any one of Claims 1-7, wherein the first and second connector portions are shaped to inter-fit with each other.

9. The strap connector assembly of any one of Claims 1-8, wherein the first connector portion comprises an extension of the unitary plastic core beyond the textile casing.

10. The strap connector assembly of Claim 9, wherein the first connector portion extends beyond an end of the textile casing.

11. The strap connector assembly of any one of Claims 1-10, wherein the first and second connector portions are male and female connector portions respectively.

12. The strap connector assembly of any one of Claims 1-10, wherein each of the first and/or second connector portions comprise tabs.

13. The strap connector assembly of any one of Claims 1-10 or 12, wherein the first and/or second connector portions have a width that is equal to the width of the unitary plastic core of respective first and second straps.