

Press announcement

Pacsafe® 'Ultimate' anti-theft backpack wins OutDoor industry award 2011



(HONG KONG/ FRIEDIRCHSHAFEN JUNE 2011): **Pacsafe's new anti-theft 32L backpack, the Ultimatesafe™, was honoured to be the proud recipient of the renowned OutDoor industry award 2011. The Ultimatesafe™ 32L backpack won for innovative design and product quality in the backpack & travel luggage category. This marks Pacsafe's second OutDoor Industry win for the second year in a row and cements their position as leaders in anti-theft travel gear.**

The OutDoor Industry award stands for, and is a mark of exceptional design, innovation and quality. In its 6th year, the acclaimed award was created by the outdoor industry for the Friedrichshafen tradeshow and was organised by the International Forum of Design (iF). The expert panel of judges consists of product designers, specialist journalists and outdoor professionals.



The patented Ultimatesafe™ backpack has been specifically designed to protect and secure electronics, data-sensitive information and valuables with a padded, removable laptop & iPad sleeve, RFID-blocking pocket and removable, portable slashproof 20L safe. Innovative anti-theft technology such as Pacsafe's completely slashproof eXomesh® cage system allow users to lock their gear to a secure fixture and leave it safe in the knowledge that it'll still be there when they get back.

Shoulder straps with ergonomical soft touch edges, padded back support and a padded waistbelt with a convenient accessory pocket, provide the ultimate in comfort whilst the Nylon dobby fabrication, metallic embossed detailing perfectly blend together to create a premium backpack worthy of the title 'Ultimate.'

Colours available: Iron

Notes for editors:

For additional information and high-res images please contact: Jen McCombie, International Marketing Manager on jmccombie@pacsafe.com or call +852 3664 8314

Anti-theft features:

eXomesh® patented cage system

Locks closed and locks to a secure fixture with a heavy duty locking device. The eXomesh® is either externally fitted to bags or laminated between fabric to form a bag.

Slashproof Carrysafe® straps

Our adjustable Slashproof Carrysafe™ straps are reinforced with a lightweight, flexible, high-tensile stainless steel wire which prevent opportunistic bag slashers from slicing through your bag strap and running off with your gear.

Smart 'Turn & Lock' Hooks™

These small smart devices pack a whole lot of intelligence. The hook unfastens so that you can fasten your bag to a secure fixture, be it the leg of a table or around a palm at a beach. What's more, the smart hook has a special turning mechanism which actually locks the hook in to place making it harder for a bag snatcher to make an easy getaway.

Smart Zipper Security™

Pacsafe's® concealed zipper clips make it difficult for crafty, opportunistic pickpockets to slide open your bag and steal your valuables. Hidden from view, thieves won't know where to begin or how to get in. They also smartly attach to clips so if they are pulled, the bag won't just slide open.

RFID-blocking

After the award-winning success of the RFIDsafe™ 50 and its innovative smart RFID-blocking material, we have applied this to pockets in our bags to prevent identity thieves from stealing and downloading sensitive personal information from passports, bank and credit cards.

additional features

- Removable 17" padded laptop sleeve
- iPad sleeve
- Large zippered main compartment
- External front pocket with organiser
- 2 external side pockets
- Padded waistbelt with accessory pocket
- Padded back support
- Shoulder straps with ergonomical soft touch edge
- Side compression straps

-END-