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## The Lunch Box: style on the go

A uniquely chic, ‘trend-forward’ design in a highly protective DSLR-style bag

**The Lunch Box** is a chic camera case specifically created to protect most entry-level DSLR kits from Nikon, Canon, Sony and more. Its fun profile and clean shape have inspired its name. Plenty of pockets and a super-soft tricot lining keep your camera and a few essentials well protected and quickly accessible – all while looking great, too.

**The Lunch Box** is designed to combine contemporary styling with the high-quality, protective padding and materials that are a hallmark of Acme Made products. Designed with a hidden zippered top opening for quick access to camera gear and extra security while on the move, a fully padded interior, hidden accessory pockets and an adjustable shoulder strap round out the mix of practical, easy-to-use features.

**The Lunch Box** is available in Wet White Antik and Wet Black Antik (pronounced “an-teek”) styling which, along with a unique wet-look exterior and rich, super-soft tricot lining in deep purple, makes it stand out in the crowd of protective cases. This bag is a perfect choice for style-conscious women who are DSLR users, combining style, functionality and value.

### Features & benefits

Acme Made’s unique Antik (“an-teek”) styling	▶ Eye-catching, must-have ‘trend-forward’ design
Unique materials	▶ High-quality polyurethane (100% PVC-free); soft, durable, no-scratch tricot lining; fine-grade woven nylon
Designer-styled, water-resistant front flap	▶ Provides protection from the elements of valuable SLR gear
Hidden zippered top closure	▶ Offers security and protection while maintaining style
Fully padded interior with tricot lining in Acme Made’s own deep purple	▶ Texturally appealing and luxurious, but soft on glass or acrylic equipment surfaces
Hidden under-flap zippered storage pocket with interior compartments	▶ Organise accessories of different shapes and purposes
Hidden side and rear accessory storage pockets	▶ Provide quick access to accessories such as memory cards while maintaining a clean, ‘designer’ profile
Adjustable shoulder strap (included)	▶ Adjusts to your ideal length for comfortable transport

These images and more are available in print resolution from <http://highres.maxwell.com.au/acmemade>



### Specifications & RRP

Exterior dimensions	17.8 x 11.43 x 17.8 cm
W x D x H	(7 x 4.5 x 7 in.)
Interior dimensions	16.5 x 10.2 x 16.5 cm
W x D x H	(6.5 x 4 x 6.5 in.)
Weight	301g (10.6oz)
Colours/SKUs	Wet Black Antik 402167 Wet White Antik 402168
RRP	\$49.00

### More information

phone 1300 882 517 | email [sales@maxwell.com.au](mailto:sales@maxwell.com.au) | web [www.acmemade.com](http://www.acmemade.com)

### Availability

**The Lunch Box** will be on sale at Australian retailers in November 2009.

## About Acme Made

With offices in San Francisco, California and Portland, Oregon, Acme Made specialises in innovative designer business bags, laptop cases and protective camera cases. It was acquired by the Daymen Group in 2008.

Acme Made takes great care in designing the best possible products available. They believe their products are better built, using better materials – and, they hope you'll agree, better-looking. Key features of Acme Made include unique textiles; top-rated materials & hardware; beautiful craftsmanship and designer styling and details.

For more information, visit [www.acmemade.com](http://www.acmemade.com)