

FOR IMMEDIATE RELEASE Clear Lucite Briefcase 2008-2009 Lineup: World's First

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VICTORIA, BC, CANADA – Touted as the world's first major clear Lucite or clear acrylic briefcase line to hit the North American consumer market, Acrylics.ca's new Lucite 2008-2009 schedule is sure to catch the gleam in your eye.

These all-clear portable briefcases really do shine and range in size from just 13 ¼" L x 11 ½"W x 2 ½" thick to 2' L x 3' W x 2" thick and are formed and fabricated from a tough plastic material with optical properties higher than glass.

Now with 10 different models, Acrylics.ca® seems to have something for everyone.

"We wanted to start our 2008-2009 line with a broad based selection. We have cases for artists, business people, security personnel, for giveaways, presentations and shows and a lot more. We've had a cross-section of customers find new and innovative uses for our cases," says Frank Goluza, Acrylics.ca's lead designer and fabricator. "They're a canvass really, a generic item that is fantastic in almost any setting, commercial or private. I think our customers are eager to

obtain our newest offerings. We crossed a lot of bridges here and we're very appreciative about the feedback."

Acrylics.ca® cases have been used to promote major poker tournaments featuring million dollar case giveaways, they've been shown on TV networks like the WWE and hundreds of units have been offered in major successful corporate promotions from Fortune Brands' back of the bar glorifier displays.

"It was great to see our cases used to house millions of dollars, stunning actually." Franks adds, "but I think the appeal is broader than promotional work. These cases to us are works of acrylic art. They are a canvass, a way to express one self."

Acrylics.ca's briefcase is the first commercially produced briefcase line of its kind. That's not surprising from a company that is consistently at the forefront in case design, making unique PC display cases and modified acrylics like the ClearPC® Briefcase, the world's first portable external computer acrylic case.

For Acrylics.ca®, the briefcase line is the start of a string of new enclosures and select acrylic satellite products which will be offered direct via the company's web site and through select retailers across North America. Cases range in price from an MSRP of \$129.95 USD to \$299.95 USD excluding shipping and are available with custom hold-downs and interior features should a customer require that. (Worldwide shipping is also available).

As reflected on the Acrylicbriefcase.com web site, "...The clear acrylic briefcase is elemental and as fluid to the eye as water in a brook. Formed using our proprietary thermoforming process, it is singularly the only style and type of acrylic case in existence, manufactured exclusively by Acrylics.ca®. It has often been called a "lucite case" or simply, a "clear plastic case." Whatever its name, its effect is profound on the people who see it. With an optical quality higher than glass, a clear case of this type has an ethereal shine. Its use as a promotional tool, a stage prop, a business award or a tradeshow display is limited only by your imagination. [The company offers] laser etchings, artful vinyl applications and even complete airbrush painting to creatively brand a case to [one's] individual style. Available in clear or colored acrylic in any size, color, or style, custom made, these cases should please any discerning person."

We think they might be right: this case is awe-inspiring and certainly puts a gleam in your eye.

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