



FOR IMMEDIATE RELEASE

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Acme Industries launch inflatable backpack for kids

The air-pack is produced with high quality and eco-friendly plastic meeting both parental and environmental needs. Our air-packs come in different designs, sizes and colours making them attractive for children.

Toronto, ON – January 13, 2016. Back to school shopping is never an easy task for parents. Choosing the right backpack for their “babies”, parents must take into consideration the quality of material, durability, comfort and space to carry all the children’s needs for school. All together books and other materials are heavy. That, coupled with the strong material used in traditional bags can be over the capacity a child can support. “My kids, like so many high school kids, must carry home over 10 pounds of books and supplies every day”, explains Doug E. Dolittle, president of Acme Industries. “This causes back pain. Our new Air-Pack backpack will eliminate this.”

For 2016, Acme Industries is announcing the first air- pack model in the market. The inflatable backpack is 20 per cent lighter than the traditional ones. Made by strong eco-friendly plastic, the backpack has both inflatable body and straps, with four different spaces that can be pumped up. Our air-pack is pumped up as you would a bicycle tire. The air-pack is equipped with a mini pump to inflate easily. “We knew the product had to be cool, both literally and figuratively, to appeal to this market”, explains Dolittle.

Acme Industries has been researching new technologies to offer best options and adequate product for kids. The air-pack is an exclusive product that will be available exclusively in all The Bay retail stores in May 14, 2016. The launch event will happen at The Bay store located in downtown Toronto on Queen Street on January 16, at 2 p.m. Munro Chambers, the actor who plays “Eli Goldsworthy” in the series Degrassi: The Next Generation is the spokesperson for the new product.

About Acme Industries

Founded by Doug E. Dolittle in 1972, Acme Industries, acmeindustries.ca is a Burlington-based luggage manufacturer. The company is responsible for innovative products in the luggage and backpack markets. In 2014 the company launched the first backpack with an alarm button for kids to press in case of danger. The backpack was the leader in the market of backpacks for kids for six months between April and September of that year.