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Asfaleia Designs Reveals New Concealed Carry Bags for Busy Families, Students and Travelers at 2020 SHOT Show

The Student Safe LED Backpack, Self-Defense Family Pack and CCW Luggage featured among the year's hot new products featured in the New Product Pop-Up

KNOXVILLE, Tenn. (January 17, 2020)—Asfaleia Designs, America's leading designer of bulletproof bags, backpacks and ballistic armor for the fastest draw in the industry, announces the debut of three new concealed carry products being unveiled to the public for the first time at 2020 SHOT Show. The pieces will be revealed at the New Product Center during SHOT Show's Preview Pop-Up on Wednesday, January 22, 2020 at the Venetian Hotel, Las Vegas.

The **Student Safe LED Backpack®** by Asfaleia Designs is a one-of-a-kind student backpack specially designed to keep kids safe while on the go to and from school and other activities. A shield pocket hides a removable Level IIIA to Level III ballistic shield to protect against bullets, strikes, and knife attacks. The waterproof backpack is currently available in black and features:

- A whimsical LED panel that syncs to an app to customize messages and images
- A wireless power pack for operating the LED Panel & charging their cell phones
- Padded pockets for transporting a tablet or laptop
- Adjustable padded straps and padded handle for ease of carrying
- Luggage Strap makes it easy to secure while traveling
- Can use and hold as a shield to protect yourself via the arm tunnel
- Arm tunnel allows you to move the bag around in any direction and protect from various threats no matter where they are coming from and the impact is on the arm not the more critical chest area.
- Adjustable padded shoulder straps for extra comfort
- All ballistic armor is TSA compliant and legal to travel within the United States
- All ballistic armor meet or exceed the NIJ Certifications and are NIJ Complaint.
- Incident warranty on all ballistic armor for the life of the ballistic armor
- Size: 15" L x 12" H x 5" W
- **MSRP: \$239.95**

MEDIA ADVISORY:

WHAT: National launch of Asfaleia Designs' Student Safe Backpack, Self-Defense Family Pack and CCW Luggage

WHEN: Wednesday, January 23, 2020

WHERE: New Product Center, Pop-Up Preview at 2020 SHOT Show (Palazzo Ballroom, 5th Floor, Venetian Hotel, Las Vegas)

The **Self-Defense Family Pack** by Asfaleia Designs serves as any busy family's "command central" in a single bag. With a patent-protected magnetic closure for fastest draw to combat the adrenaline effect, this carry-all is designed for the family on the go that wants to take personal safety to the next level. Inspired by Italian designers and constructed with high-quality vegan leather, the Family Pack is available in 10 stunning colors and features:

- Designer Family Packs with optional soft Level IIIA ballistic armor (AKA bulletproof)
- Optional Level III hard ballistic armor (AKA Bulletproof) strike and slash resistant
- Our Self Defense Family Packs can be used as a shield
- Custom made fashionable Italian Designs

- Custom Asfaleia hardware and YKK zippers
- 100% high-quality vegan leather
- Adjustable shoulder straps for an added layer of comfort
- Waterproof interior lining makes it easy to clean
- Insulated pockets for your drinks to keep them hot or cold
- Comes with a 8000 mAh Charger Pack so you can Wirelessly charge your phone.
- Discretely Designed so no one knows you have ballistic armor
- Special pockets are created within each item to hold ballistic armor panels
- Both hard and soft armor panels in Level IIIA and Level III hard armor available
- Carry as a shoulder bag, briefcase, or backpack
- Fidlock magnetic snaps and Fidlock magnetic keychain mount keep your Pack secure and gives easy access to your keys and when your finished the keys snap right back in place
- All ballistic armor is TSA compliant and legal to travel within the United States
- All ballistic armor meet or exceed the NIJ Certifications and are NIJ Complaint.
- Incident warranty on all ballistic armor for the life of the ballistic armor
- Size: 13.5" L x 16.5" H x 7.5" W
- **MSRP: \$249.95**

The **CCW Luggage** by Asfaleia Designs is ideal for the traveler who wants the ease and convenience of carrying a secured pistol in one's suitcase. The CCW luggage is available in three different sizes: a checked luggage bag size 28" * 18 * 11" with a CCW pocket, another checked luggage size 24" * 16" * 10," and a carry on luggage size 20" * 14" * 9". This innovative new luggage makes it easy to get your checked luggage through TSA inspection without an agent digging through all of your cloths. You never have to lift the luggage as the pocket is at the top, so access is simple and when the inspection is over, simply put the pistol safe back inside and lock it up. When you get to your destination and need to go to the range or other activities, just pull the portable pistol safe out and off you go. So If your looking for a pistol safe that makes traveling with your pistol easier then look no further because we are the only company that offers this patented CCW Luggage. FYI: Facial recognition and GPS Tracking will soon be available for our CCW Luggage and we will be launching these new options at the NRA Annual Show in Nashville, TN in April of 2020. The CCW Luggage is currently available in blue and features:

- TSA-approved storage pocket for a pistol safe
- Optional customized Asfaleia portable pistol safe, or use your own
- Integrated 3-digit Non-TSA Lock on pocket entrance per regulation
- Easy access to your pistol safe via a separate pocket
- Large main compartment with organization pockets
- Large format grip with protected enclosed push button
- Spinner wheels provide easy mobility and glide
- Integrated 3-digit TSA-approved lock on main luggage pocket
- Telescoping pull handle enhances overall mobility.
- Thoughtfully placed pockets, hidden expansion, & easy-to-grip zippers
- Integrated bottom and top handles for easy lifting.
- **3 Piece Set MSRP: \$399.95**

"Children, families and travelers deserve to be safe as they go about their days, and that was the inspiration for these new products to the Asfaleia Designs line," said CEO **Del C. Arnold**. "As a family-owned business and as the parent of a young child, I understand personally how safety is everything. We aspire to create beautiful, high-quality bags that look good, serve a purpose, offer convenience, stand the test of time and keep families safe in all their life's activities."

ABOUT ASFALeia DESIGNS

Our name is pronounced "as-FALL-ya." That's Greek for "safety"—and it's at the heart of what we do. From our headquarters in Knoxville, Tennessee and serving businesses and consumers across the world, Asfaleia Designs is the creator of the first patent-protected magnetic-closure concealed carry bags, backpacks, and ballistic products designed to minimize the adrenaline response as well as our awesome new line of CCW Luggage. Visit us at www.asfaleiadesigns.com.