



FOR IMMEDIATE RELEASE

Tenba Introduces New Messenger DNA Bags

Quick-access, convertible camera bags for city life and travel

North White Plains, NY – October 1, 2013 – Leading the way in carrying solutions for over 30 years, [Tenba](#) announces that it has expanded their popular Messenger collection. Messenger DNA bags which are available in 2 convenient sizes, contain all the crucial building blocks of a great everyday bag combined with the protection of a camera bag and the ability to use it while riding a bicycle. These new bags feature uncompromising weatherproof materials and durable hardware, lightweight yet protective padding, style and comfort, and great functionality — Tenba's own custom-built double helix.

Messenger DNA bags were inspired by life in New York City and other big cities, where a photographer or filmmaker needs to potentially carry the same bag to a meeting with clients, then to a professional photo or video shoot, and finally to hanging out with friends in the evening. The new Messenger DNA bags include a security strap to anchor the bag behind the user while riding a bicycle or scooter, and the photo insert is removable to quickly convert it from a camera bag to a general-purpose carryall.

The bag's exterior is made from a graphite-colored 600 denier Helix™ fabric with a durable water repellent coating. To enhance its wet-weather protection, the front flap extends over the top of the bag and includes a sewn hinge to provide excellent coverage at the corners. The bottom of the bag is made with an abrasion- and moisture-resistant tarpaulin that protects the bag on any wet or dirty surface, and can be easily wiped clean. Additionally, the new Messenger DNA bags include Tenba's exclusive WeatherWrap™ removable rain cover for an extra layer of protection in bad weather. The WeatherWrap is silver on one side to reflect heat on sunny days, and to provide better visibility when riding a bicycle, and the other side is black for more stealth and subtlety.

“When users live and work in a big city environment, their messenger bag very often takes the place of an apartment and car — everything needed for a full day basically hangs off one shoulder,” said Peter Waisnor, Marketing Manager of Tenba. “The Messenger DNA bags meet that need for all-day comfort and versatility, defense from wet-weather surprises, and padded protection for expensive camera gear, whether the user is walking, taking the subway or riding a bike.”

Messenger DNA bags are built for speed, and the main closure uses Fidlock® patented magnetic clips — the fastest clips in the world. They enable quick slide release and blind, drop-on reattachment that works when the bag is behind the user, or when wearing gloves. A top zipper in the flap allows camera gear to be quickly retrieved without opening the front flap. This is an important security feature as well, since it keeps the bag interior covered while swapping out cameras or lenses, which is critical when traveling in dangerous or unfamiliar locations.

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The interior of the Messenger DNA is made from equipment-friendly, smooth ripstop nylon and soft, brushed tricot. There are pockets to organize camera accessories and personal items, and the padded camera insert can be quickly removed to convert the bag to a general-purpose, yet world-class messenger bag. A rear trolley strap slides over the extending handle of a rolling suitcase or equipment case for secure and convenient piggyback travel when moving through an airport.

Messenger DNA bags come in two sizes. The DNA 11 accommodates either a mirrorless camera with 3-5 lenses, or a digital Single-Lens Reflex (DSLR) camera with 2-3 lenses, plus accessories, and the rear-padded sleeve will hold an iPad or an 11-inch MacBook Air. The DNA 15 fits a professional DSLR with 2-3 lenses (up to an attached 70-200mm f/2.8), flash and audio gear, and has two padded interior sleeves: one for a laptop up to 15 inches, and another for an iPad.

Messenger DNA bags will begin shipping at the end of October at a suggested retail price of \$129.95 for the DNA 11, and \$159.95 for the DNA 15. To find more information about the Messenger DNA bags, and to see a full video demonstration of all Tenba products, visit www.tenba.com.

About Tenba

Tenba provides innovative carrying case solutions for professional photographers and filmmakers, and their full equipment arsenal. Tenba introduced the world to soft-sided, professional camera bags in 1977, and has been an innovation and quality leader in the decades since. With so many years of experience in bag development and construction, along with a unique level of closeness and daily connection to the professional imaging community, Tenba is truly dialed-in to both the real-world needs of its customers and the latest in design trends, materials and manufacturing. With its own, U.S.-based, dedicated “bag lab” product development center and manufacturing facilities, both domestic and abroad, Tenba’s resources and capabilities allow the company to create unique and exceptional carrying and transport solutions for serious imagemakers.

Tenba products are designed and marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

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