



Tenba Introduces New Classic Bags

Vintage benchmark designs made available to a new generation of photographers

North White Plains, NY – December 3, 2013 – Leading the way in carrying solutions for over 30 years, [Tenba](http://www.tenba.com) announces a reintroduction of three vintage bag designs for a new generation of photographers. The Tenba Classic collection includes three models: the P211 courier bag, the P415 briefcase camera bag, and the Tenba 2 camera bag. These new Classic bags feature the same fine tailoring and uncompromising materials and hardware as when they were first launched up to thirty-four years ago.

The P211 originally introduced in 1979, was the first slim courier camera bag. It features Tenba's patented lower lens compartment, which allows extra lenses and other gear to be as quick to access as the gear in the main compartment. The P415 came to market in 1986, and was the first truly great camera briefcase. A side zipper allows the bag to instantly double in size to accommodate additional gear when necessary. The Tenba 2 was designed in 1979 as the original minimalist camera bag: just one main padded camera compartment, and two slim pockets front and back.

Each Tenba Classic bag is made with the same materials and hardware as when they were first introduced: high-density nylon exteriors, YKK zippers and clips, genuine leather handles and embossed leather logos.

“These benchmark Tenba bag designs have been highly sought after for their legendary quality, great looks and high performance,” said Peter Waisnor, Marketing Manager of Tenba. “After fielding thousands of requests for these bags from around the world, we decided it was time to bring them to a current generation of photographers.”

Tenba Classic bags began shipping on December 1st at a suggested retail price of \$59.95 for the Tenba 2, \$89.95 for the P211, and \$169.95 for the P415. To find more information about the Tenba Classic 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 (MACgroupUS.com) in the USA, and are sold by distributors around the world.

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