

KICKSTARTER SUCCESS LANDS AT IFA

...Lifepack is a solar-powered, anti-theft backpack with a built-in 'Solarbank' speaker offering a whole 96+ hours of music playback...



Solgaard Design, Aarhus, Denmark, 31 August 2016: Following a hugely successful Kickstarter campaign, solar-powered and anti-theft rucksack Lifepack will be showcasing at IFA this week.

Boasting **12 key features** and designed with mobile working and digital nomads in mind, Lifepack smashed its [Kickstarter](#) target before lunchtime the day it launched. To date they have sold around **6000 bags** and **raised \$920,000USD+** via crowdfunding.

There is an integrated Solarbank in the bag which keeps your tech juiced up all day long via high speed USB charging. The Solarbank is a 3-in-1 **Powerbank, Solar panel** and high-output **Bluetooth speaker** which provides you with great-sounding audio while you're on-the-go.

Lifepack has a number of **anti-theft features**, including a retractable 3-digit combination integrated lock. This allows you to ensure your belongings are secure as you travel and keeps compartments shut. The lock is attached to a reinforced cable, so you can lock your bag to railings or a desk for peace of mind while you grab another coffee or work away. The main panel of the bag is also **highly durable** in case a thief tries to cut into your bag.



Adrian Solgaard, the owner and creator of Lifepack, comments :

“ After travelling constantly and working remotely for years, I realised there was a big gap in the market for a multi-functional bag that had all of the features I wanted. Everything to suit my work life but also fit my personal needs – from keeping papers in order, to helping a friend out to charge a phone or playing music in my hotel room.

The anti-theft features are really important to our team, because we've all witnessed countless friends losing expensive tech and important documents while they work.

We don't want anyone to feel nervous about their belongings while they travel and work remotely, which is why the security features in the Lifepack are easy-to-use, fully-integrated and tough enough to withstand anything life throws at them.”

Lifepack's 12 key features:

- | | |
|---------------------------------|--|
| 1. Integrated lock | 7. Secure locking point |
| 2. Solarbank USB charger | 8. Two hidden strap pockets |
| 3. Bluetooth speaker | 9. Two hidden back pockets |
| 4. Two side pockets | 10. Lockable zippers |
| 5. Workzone compartment | 11. Lock doubles as a bottle opener |
| 6. Lifezone compartment | 12. Weather resistant |

Designed for remote workers, those who travel for business, students or just freelance free spirits, Lifepack also has high quality design and day-to-day usability at its core. It has a rain cover, which makes it truly weather resistant, a number of hidden pockets, for everything from passports to water bottles, and drop-proof laptop storage.

Lifepack's 4G Solar Tech - 4th Generation solar panels are powered by SunCore and work across the light spectrum, which means they can keep tech, and the integrated speaker inside the backpack, charged up even if it's cloudy outside. One hour of sunlight equates to an extra 25 percent of charge for your phone. But even if Lifepack only sees two hours of sun per day, and you use it to charge your phone up to 50 percent, it'll never have to be plugged into a wall for extra juice.

The battery included in the Solarbank is massive. It will **store 6 charges for a smartphone** (iPhone 6S) and will keep the **Bluetooth audio going for 96 hours straight!** Adding in the solar benefit extends this range even further.

During the development process, the Lifepack design team not only created a multi-functional backpack, but the fantastic Solarbank unit that's at its core. Due to increasing interest and demand, Adrian Solgaard has decided to sell the Solarbank separately as well. Bringing the Bluetooth speaker, solar panel and powerbank all-in-one unit to those who want to enjoy this product on its own - or even for them to integrate into their own bags or other products.

Lifepack will be shown at **Showstoppers, IFA, South Entrance Hall, 6-9pm** on 1 September and on the Lifepack stand in **Hall 15.1, Booth 128 (iZone) from 2-7 Sept 2016.**

Lifepack products will begin shipping to Kickstarter backers from October 2016, and will launch in select markets from November 2016.

Lifepack costs \$279 / £199 / €245 (approx).

<http://solgaard.co>

ENDS

 lifepack.bags

 lifepack_bags

 lifepack_bags

 SolgaardDesign

Note to Editors:

Downloadable images, videos and more information can be found on the Lifepack online press office: solgaard.co/press

Press contact:

Jane Leah, +44 (0) 7949379974 janeleah@janeleah.com

About Adrian Solgaard, Solgaard Design and Lifepack

Born in Canada, Adrian Solgaard, 29 has been an entrepreneur ever since he started a t-shirt company as a youngster in high school.

He worked as a Television Editor first on weekly shows, then pulling together TV commercials and branding at his own agency before creating Solgaard Design when he turned 26.

Adrian has always been passionate about making great products and telling brilliant stories. He founded Solgaard Design in response to feeling frustrated and uninspired with current products on the market. His goal has always been to inject a fresh lease of life into everyday products, while making the world a more simple and easier place.

The company's first product, Interlock, was a huge success on Kickstarter back in 2013 and became the main flagship product for the Solgaard Design team. Since then, Interlock has won two of the most prestigious awards in the cycling industry and is now distributed in 28 countries.

Lifepack is the second product from Adrian Solgaard and his design team, which was dreamed up by the entrepreneur after years of travelling and working remotely. He saw a gap in the market for a product that could behave like a 'mobile office', while keeping his valuables safe and his tech charged up on-the-go. He wants to give the rising numbers of remote workers and digital nomads peace of mind as they work, travel and live all around the world.