



PRESS RELEASE

IMMEDIATE RELEASE

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Fusion launch two brand new DJ BAGS at Musikmesse 2012

United Kingdom, 1st March 2012 – Fusion Products Company Ltd. entered the DJ market two years ago with their three highly successful DJ Bags that became an instant hit amongst digital musicians. As a result of constant demand the company has now expanded their range to include two new hybrid DJ Bags, the **DJ Controller** and **Workstation Controller**.

Focusing on lightweight premium protection, both the DJ Controller and Workstation Controller are larger than most digital bags on the market, with Fusion's unique "Zip-Away" system allowing the bags to be fully opened for access to large internal individual compartments designed to safely transport an array of audio equipment including interfaces and controllers.

These include amongst others: Pioneer's DDJ-S1, Native Instrument Traktor S4, Numark DMC2 2, Numark NS 6, American Audio vms4, Novation SL 25 MK2 (25 key), Akai MPK49, Focusrite Saffire Pro and lap tops up to 17in.

As always, attention to detail is paramount with all Fusion products, reflected here within the detachable controller sleeves which also fully unzip, allowing the working DJ to 'lift out' equipment avoiding damage to vulnerable sliders.

Numerous internal/external zipped pockets and pouches also allow storage for accessories and personal everyday items, there's even a specially designed padded headphone case with its own shoulder strap and for short or long hauls, each DJ bag is effortlessly carried by the chunky padded shoulder or backpack straps.

These new additions to Fusion's large catalogue of hybrid cases possess all the unique features, style and quality that this British company is renowned for. Externally, both the DJ Controller and Workstation Controller bags are constructed from tough water resistant riptstop material, offering extreme resistance to scuffs and abrasions.

With 20mm high-density foam padding, heavy duty textured base protection, hardwearing rubber protectors on all corners, the Fusion DJ Controller and Workstation Controller hybrid bags are designed to last. They offer outstanding lightweight portability and equipment protection for which Fusion has earned respect from professional DJ's and musicians worldwide.

Watch the video presentation here: <http://youtu.be/NMutN8tpEDA>

Editors please note:

For further information or to arrange a product review you can meet "The Fusion Bag Ladies" for a warm welcome at the Frankfurt Musikmesse in **Hall 3.1 Booth E71**.
Or call Press Office +44(0)1803 523794

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