
PRESS RELEASE

Munich, April 2015.

Organziation via the short chain with ad:acta

The design idea of ad:acta impresses with an emphasized discreet statement of the classical understatement. Old ring binders - allegedly obsolete - are being resurrected in the service of order and begin a new life as a designer bag. In this fast pacing , with novelties overflooded world, it is a

rarity to find serenity in the classical and simple values. The old ringbinder brings structure into the every day life and is currently experiencing its revival as a briefcase „Dienstweg,“ „Diplomat“ and „Assistent“ created by the designers Tobias Förtsch and Carsten Fichtel.



To find the right stuff with one simple move – really neat

The briefcases „Dienstweg,“ „Diplomat“ and „Assistent“ are the embodiment of creative space and give the reassuring sensation to have a firm grasp on everything at all times. Even if in a hustle and bustle, organisation and order are restored with the ad:acta collection whenever and wherever. Laptop, Smartphone, tablet etc find its place and even for stilish writing utensils there still is enough space.



ad:acta - a handmade unique fashion accessory

Because of the original writing on every binder each bag is unique and hand made in order to become a practical companion for every working day. This way the binder continues to write its story from the shelf of a German public office to its rebirth as a sophisticated fashion accessory.



About ad:acta

Every binder protects for years important, informative and even confidential documents. This historical flair is being preserved by the designers of ad: acta and they give obsolete binders a second life as a practical and classical fashion accessory. „It is right time to consider how to smartly deal with our ressources. Ressources are exhaustible, that’s why it is so important to use them wisely which relieves the strain on the environment. Quality is self-evident for us, therefore all ad.acta products are hand made in Germany. Our design approach is to bring attention and meaning to the unnoticed things: by upgrading materials we are creating the understated unique character of the ad:acta products,“ emphasises the ad:acta design team Tobias Förtsch and Carsten Fichtel.

DOWNLOAD IMAGES:

<http://www.aprioripr.com/press-releases/>

Press Contact:

apriori pr
Christiane Lesch
Ismaninger Str. 118
81675 München
christiane.lesch@aprioripr.com
+49-175-3637749
www.aprioripr.com