



FOR IMMEDIATE RELEASE:

ARTSTRONG BAGS REVOLUTIONIZE THE WAY TO SHIP AND STORE PRECIOUS ART

ArtStrong Inc. launches ArtStrong bags to satisfy needs of art enthusiasts for more efficient, cost saving, and eco-friendly way to transport and store artwork at Red Dot Miami Art Fair.

New York, NY, November 22, 2011 -- Frustrated by the arduous, repetitive task of wrapping and unwrapping each work of art in bubble wrap, ArtStrong Inc. has created the efficient, eco-conscious ArtStrong bag. This revolutionary bag satisfies the art industry's needs for the ultimate packaging and storage solution while saving time and money, benefitting the environment and looking chic.

A classic example of where necessity is the mother of all inventions, ArtStrong bags blend the best practices of the art, building insulation and shipping industries. Providing 5x the protection of other bags, ArtStrong bags are made with 2 layers of polyethylene bubbles, shock-absorbing foam, brushed neo-technological fabric and all surrounded by a metallized film. The edges are bound in their signature orange twill tape creating the most durable bags in the marketplace.

Using the bags is as easy as 1-2-3. Open – Insert – Close.

"As gallery owners and frequent exhibitors of numerous art fairs around the world, we would dread the process of packing and unpacking for a show. Countless hours and rolls upon rolls of bubble wrap and tape would be used only to be thrown away as soon as the artwork was delivered. The amount of waste was abominable," Mary Nguyen, Co-Owner of ArtStrong Inc., explained. "After a very long R&D process, we are confident that our bags will not only live up to the expectations and needs of the gallery owners, artists, and collectors alike, but will save you tremendous time and money. Protect what's precious!"

"It's the bag you never knew you always needed and the uses reach far beyond the art industry," Nguyen said.

The main features are:

- Over 1 ½" of layered cushioned padding providing 5x the protection of other bags.
- Reinforced with sewn on binding.
- Reusable and resealable with industrial strength velcro.
- Resistant to extreme temperature, mold, and mildew.
- Reflective, eye-catching aesthetic.

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- More -

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Available in 15 standard sizes from 18" x 20" to 65" x 70", the prices range from \$30 to \$150 retail. Customized sizes are also available for larger pieces of art.

ArtStrong bags will launch at the Red Dot Miami Art Fair on November 29th, 2011 and is sponsoring the opening reception of Art Now Fair at the Catalina Hotel on Thursday, December 1 to benefit the Diakonos International Orphanage. The bags will be sold at their showroom/retail store on 547 West 27th Street, in the heart of New York's Chelsea Art District as well as online at www.artstrongbags.com. Orders delivered within Manhattan get free shipping and the bags are available to ship worldwide. For more information, please visit www.artstrongbags.com.

About ArtStrong Inc.:

ArtStrong Inc. was created by Mary Nguyen, Co-President and creative director and Emmanuel Fremin, Co-President and director of the Emmanuel Fremin Gallery. Based in New York, ArtStrong is committed to preserving natural resources for future generations and supporting the economy with all production done in the US. ArtStrong also partners with Diakonos International (www.diakonosintl.org), a charitable organization that serves and brings hope to the orphans and homeless children of Haiti, and Girls Educational & Mentoring Service (GEMS) (www.gems-girls.org) whose mission is to empower and serve girls and young women who have experienced commercial sexual exploitation and domestic trafficking.

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