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Yellow News...

# Peli's great Adventurer

Case manufacturer Peli unveiled two new ranges at IFA for the Apple iPhone 7 and 7 Plus, both of which will be sold throughout Europe.

The Adventurer collection is made using Peli's own shock absorbing material, which is designed in-house. These will be available in a number of colours as well as a transparent version, costing £29.99 each.

The Guardian range is a collection of cases that Peli claims are "made of an advanced shock absorption core that provides extreme protection," adding it is one of the thinnest protection cases on the market. They will be available in black/blue and black/grey.

Both are initially compatible with the iPhone 7 and 7 Plus, with more cases added for new devices in the coming weeks and months.

They will be available from Amazon via MMD distribution in the UK, France, Germany, Italy and Spain, and through EET Distribution in the Nordics.

Peli EMEA consumer sales manager Andy Comerford



said: "IFA was especially beneficial for us this year because although we normally have a strong presence at Mobile World Congress, this was the first time we've had our own stand at this event.

"The Adventurer range stands out because of the shock absorbing material we use on it. This is our own that we have been using for a number of years to ship medical devices and camera equipment. Normally cases with this material has a colour banding around them but we're the first to market with a transparent case."