

KICKING UP A STORM

The Peli Storm case has been chosen by Nike to present the new T90 Laser IV boots to their key international strikers.

The Peli Storm case (iM2200) is often used by the military to safely transport and protect arms, but Nike selected this case to contain a different kind of weapon:

*"We see a ball; they see a weapon.
We see the goal; they see a target.
We see a half-chance; they sense a goal-scoring opportunity.
Behind every great strike, there's a process.
On every great striker, there's a deadly boot."*



A STRIKING COMBINATION

The waterproof, crushproof qualities of a Peli weapons case combine with a laser etched, superior custom foam insert, to hold the Nike T90 boots perfectly. The finishing touches include screenprinted "T90" and Nike logo on the case lid and a unique decal for each star player.



Peli UK worked in partnership with branding designers, Accept & Proceed who were responsible for the concept, design and art direction on this project.

Account manager David Smith commented "All parties were delighted with this full time result. It has demonstrated the features we can produce in both custom foam and branding the cases so effectively."

Offering premier league protection, these Peli Storm cases are available in more than 20 sizes and can also protect laptops, photographic gear and any fragile or expensive equipment, both home and away.



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