

The following article by Jason Schnieder was published in *Photo Industry Reporter* to announce the new Todd Gustafson Photo Safari Rolling Camera Case

Street Price \$319.95 Available at gustafsonphotosafari.net

Adventures With A Pelican Photo Safari Rolling Camera Case:

The ultimate carry-on bag for frequent fliers who want to pack the whole kit and caboodle



Todd Gustafson, an acclaimed nature and wildlife photographer, has probably earned more frequent flier miles than anyone you know. For the past dozen plus years he's flown virtually non-stop, to places like Kenya, Rwanda, India, Brazil, Ecuador, and the Galapagos Islands in search of compelling images of animals in their natural habitat and the splendors of the natural world. His work has been published by the National Geographic, the BBC, and the Nikon Full Product Guide, and his pictures are exhibited as part the permanent collection of the Smithsonian Institution in Washington

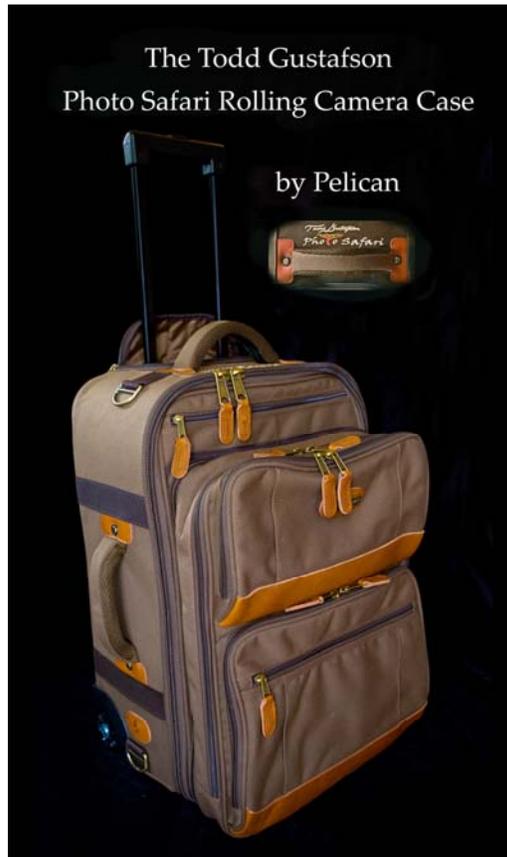
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Gustafson grew up in Tanzania and has a deep connection to the African continent. He's also an accomplished trumpet player and his musical connections have led him to take up another entirely different photographic genre—celebrity portraiture that runs the gamut of musical expression. He's shot incisive portraits of such greats as Tina Turner and Wynton Marsalis and memorable group shots of the Chicago Symphony Orchestra and the Jersey Boys.

When it comes to carrying his impressive "full safari kit" of photo equipment on a plane, Gustafson has one cardinal rule based on long, hard experience—never stow your precious gear in your checked luggage; pack every bit of it in your carry-on bag and slide it into the overhead bin right above you. What bag can possibly hold all this equipment securely and still be light enough to lift and small enough to stow in a height-challenged overhead compartment? Gustafson has found the answer—an ergonomic masterpiece called the Pelican Photo Safari Rolling Camera Case. No, it's nothing like the iconic Pelican high-impact cases that are built like tanks, but it does embody the same sterling virtues of ruggedness,

durability and protection, in a soft-sided rolling bag specifically designed to travel with you on the plane.

What's so special about the Pelican Photo Safari Case? There is a whole new level of capability and convenience for serious shooters who fly! We'll let Todd Gustafson tell you in his own eloquent words:



"Based on my extensive airline travels, I already had a pretty good idea of what I needed in a high-capacity carry-on bag before I talked to the folks at OMEGA BRANDESS, distributors of the Pelican line. For one thing it needed strong, high quality, large-diameter wheels to roll smoothly over the irregular surfaces encountered in airports and in the field, and they had to be mounted outside the bag where they wouldn't reduce the carrying capacity. I suggested many other design parameters, and they responded by designing, selecting, and configuring hardware that met all of my requirements. With input from pros it was a dialog that took place over two years of development and I am pleased to say the result is outstanding!

Here is what sets the Pelican Safari Photo Case apart from other rolling carry-on bags.

First of all, there's no extra padding, webbing or strapping so it's much lighter than other bags of similar capacity. It's easier to fit into overhead bins and it's less likely to be pulled out and checked due to weight restrictions. Its interior capacity is noticeably greater than other similar-sized bags due to its ergonomic efficiency, and because the wheels are mounted on the outside corners, it simply holds more. Nobody can believe I'm going on an 8-week safari with one bag that carries three pro DSLR bodies, lenses from a 10.5mm fish-eye to a 600mm super telephoto, flashes and assorted electronic gear and that none of it is in my checked luggage.

Another great feature is the zip-off computer bag section that has three compartments for power cords, chargers, cables, headphones, etc. and comes with its own padded shoulder strap. The Safari provides easy access to all your equipment and its made of a tough canvas material that's

soft, pliable, and protective. I'm six feet, six inches tall so I really appreciate the extra-long retractable handle that doesn't tip over when you've moving through the airport. And the top quality, large diameter hard rubber wheels are also much better than those on other bags.

Whether it's the wilds of East Africa to the entrance to Chicago's Orchestra Hall the Pelican Photo Safari Rolling Camera Case gets me there in safety and style!

To learn more about Todd Gustafson, go to gustafsonphotosafari.net