

For immediate release

The Fizpouch Ends Magical Mystery Tours Around The Handbag

The days of taking magical mystery tours around your handbag are numbered thanks to the launch of a fantastically innovative idea answering the prayers of any woman who regularly struggles to locate items in her bag.

The Fizpouch is an adorable 22cm x 14cm-sized organiser that sits upright inside a bigger handbag to provide a place for everything and everything in its place.

It has five outer compartments, two exterior holders for pens, two internal compartments and a zipped pocket inside its lining.

The outer compartments are ideally sized for many items, including reusable shopping bags in a pouch (Fizbags), mobile phone, Blackberry, small notebook, sunglasses, ipod, keys, coin pouch, mirror and credit card holder.

A magnetic stud keeps the inner compartments closed, whilst bright lining inside the Fizpouch enables the owner to see everything inside it.

When you do need to take it out, if only to show your friends just how organised you are, the divine, dinky bag can be lifted by using two semi-circular metal handles attached to the top.

This allows a change of handbag to be carried out in seconds, as all you need do is take the Fizpouch across to the new bag, rather than painstakingly moving contents one by one.

This new girls-best-friend and perfect gift comes in four trendy designs and colours. You can choose from canvas fabric in either a zebra print or large pink polka dots on purple, or opt for a snakeskin effect Fizpouch in either fuschia or turquoise.

Put an end to tipping your bag upside down to find something, avoid having to search for your keys on the car bonnet and appear cool and on-the-ball in front of your fella! A life-changing experience can be yours with a Fizpouch!

Pocket one today for just £17.95 including postage, by heading to www.fizbag.com or put it on your Christmas list. A life-changing experience is just around the corner! ENDS

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