

# That's an odd tasting pizza... yes, it's Apple

## Cunningly disguised case stops laptop takeaways

BY JOHN HIGGINSON

DO YOU want pepperoni on your laptop? A British company has invented a crafty way to hide your expensive computer from eagle-eyed thieves – by putting it in a takeaway pizza box.

The PowerPizza carrier is the latest low-tech urban camouflage solution for chic city dwellers.

And, because up to 34,000 laptops are stolen in Britain each year, it is marketed as a way to keep one step ahead of criminals.

Thieves will think you are having pizza for lunch but, in fact, you could be preparing that last-minute business presentation.

More than 500 of the boxes have been sold in the first six months with buyers snapping them up in Iceland, Germany, America, Asia, France and Britain.

The design is so popular it is going on show at the Museum of Modern Art in New York next month.

Each PowerPizza disguise is hand-crafted in London using gen-

### GADGETS FOR YOUR LAPTOP

Other wacky additions for your laptop include:

■ An iSun Solar Panel Charger for £35 which allows you to carry on working while you are sitting outside in the park.

■ Extras4u is selling a laptop vacuum cleaner for £17. The gadget plugs into your USB port and can clean the crumbs from your keyboard.

■ Computer geeks whose laptops have been slowing down because of overuse can buy a cooling gel-filled Chill Pak for £11. It promises to get everything running smoothly.

uine Italian-style pizza boxes for maximum authenticity,' said a spokesman for marketing firm Human Beans.

The outside packaging fools thieves into thinking it's a normal cardboard pizza box, while the inside has protective padding and straps to hold a laptop in place. But, for all its innovations, the design team overlooked one potential problem.

The outer casing is made from cardboard so British buyers will have to hope it doesn't rain.

The PowerPizza box costs £12.99 and is available from [humanbeans.net](http://humanbeans.net)



What's on your laptop? The new PowerPizza box



Pizza anyone? The laptop case disguised as a pizza box Pictures: Barcroft

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