



## **Desang Diabetes Kitbags Launch in the USA**

*Desang diabetes kitbags now available in the US from [thekitbagcompany.com](http://thekitbagcompany.com)*

Brighton, United Kingdom, February 13, 2008 --(PR.com)-- Desang sells kitbags for people with diabetes - estimated at more than 2 million people in the UK today, but 20 million people in the US. The kitbags keep everything in one place, making living with the condition just that little bit easier. Resembling a Filofax, these are properly designed carry cases where people with diabetes can keep their equipment at home or abroad making the chore of looking after your diabetes a little bit easier.

Kitbags mean that diabetics can carry all their diabetes management equipment with them easily and safely, making it possible to achieve greater blood sugar control.

Desang kitbags come in three models and a variety of colours and finishes. The Classic model contains everything required to monitor and administer type 1 diabetes, or type 2 diabetes treated by insulin. The Slim model is ideal for those who only use one insulin during the day. The Roll-up is the 'whopper' and is great for long trips, pump users, or for those who just seem to have a lot of stuff to carry around to manage their diabetes.

Feedback has shown the kitbags to be very popular for travel in particular. New models are available in luxury leather and microfibre.

For more information, contact Sue Marshall: 01273-389193 or 07989-562999  
[sue.marshall@desang.net](mailto:sue.marshall@desang.net) or see more at [www.desang.net](http://www.desang.net)

Please note that Kitbag Photography is available.

Diabetes is on the rise: stats and facts

The following are various stats and facts from global websites and institutions.

- Industry analysts describe diabetes as an epidemic for this millennium.
- Approximately 2.3% of the world's population has from some form of diabetes, growing by 4-5% per annum.
- It's estimated that the incidence of diabetes is 140 million worldwide.
- This figure is rapidly increasing and estimates are that it will reach at least 180 million within 20 years.
- The incidence of diabetes is higher in developed and developing countries.
- The highest incidence of the condition is in northern Europe, the USA and Canada.
- Insulin dependent diabetics require several daily blood tests and injections and therefore are required to carry equipment with them at all times.
- In the UK alone there are approximately 2million people with diabetes (2.3% of UK population; 1 in 40), and 20 million in the USA.



- Of the total, one fifth (20%) have Type 1 (Insulin dependent) diabetes (approx 1 in 200).
- Type 2 diabetes, which is also on the increase, is increasingly being treated with insulin, so those diabetics also need to carry around blood test machines and pens.

###



**Contact Information:**

Desang Ltd

Sue Marshall

07989-562999

sue.marshall@desang.net

<http://www.thekitbagcompany.com>

sue.marshall@desang.net

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/71931>

**News Image:**

