

Strength!



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Posterior packaging

SEVEN-TIME world surfing champion **Layne Beachley** will be flashing her new Bum Box about at Sydney's Manly beach tomorrow when her Surf Classic kicks off. Lest genteel readers think Beachley has lost a section of her bikini, she will not be exposing her posterior. The Bum Box is a new Australian-made cardboard product that folds out to create an instant seat that can withstand weights of up to 150kg. It is the brainchild of Sydney husband-and-wife business team **John and Carol Smith**. Beachley will use the Bum Box to promote her new range of athletic clothing. "When I first saw a prototype of the Bum Box I thought how good it would be for spectators on the beach watching surfing events — light to carry, comfortable to sit on and giving fans real back support," Beachley said yesterday.



Box seat: Layne Beachley