

## STANDARD PRODUCT GUIDE

<b>SHORT PRODUCT NAME:</b>	15.6" EcoSmart® Mobile Tech Traveler XL Backpack
<b>LONG PRODUCT NAME (Internal):</b>	15.6" EcoSmart® Mobile Tech Traveler XL Backpack
<b>LONG PRODUCT NAME (External):</b>	Targus® 15.6" EcoSmart® Mobile Tech Traveler XL Backpack
<b>CATEGORY:</b>	Backpacks
<b>MODEL #:</b>	TBB612GL
<b>UPC:</b>	092636352639

### PRODUCT TAGLINE

Designed with the environment in mind for the traveling professional

### META DESCRIPTION

Made from recycled materials, the Targus® 15.6" EcoSmart® Mobile Tech Traveler XL Backpack with EcoSmart® (TBB612GL) features a sleek, expandable design, the SafePort® Sling Protection System, and clamshell compartment for your work travel needs.

### SHORT COPY (25 WORDS)

The Targus® 15.6" EcoSmart® Mobile Tech Traveler XL Backpack expands from 35L to 40L capacity with plenty of space to comfortably carry your workspace essentials, plus a change of clothes and your work travel necessities.

### FEATURE BULLETS

- Main compartment expands from 35L up to 40L
- Dedicated laptop compartment with SafePort® Sling Protection System
- Main compartment's clamshell design allows for easy packing of your gear and personal belongings
- Conforms to most cabin regulations as an airline-approved carry-on
- Ergonomic shoulder straps
- Top and side comfort handles
- Soft-lined valuables pocket
- Hidden water bottle pocket
- Made from 37 recycled water bottles

### MEDIUM COPY (PRODUCT ANNOUNCEMENT)

Make packing for your work trip a breeze with the Targus® 15.6" EcoSmart® Mobile Tech Traveler XL Backpack. Prepare for a productive, off-site workday while keeping your gear organized and protected. With the SafePort® Sling Protection System in its own compartment, your laptop stays secured, even if you experience a little turbulence in your travels.

This sleek backpack expands from 35L up to 40L offering ample space to store your accessories and other workspace essentials. Its ergonomic shoulder straps and padded, mesh back make for an ultra-comfortable carry, while its handles on the top and side make it easy to grab-and-go your pack whether it's in the trunk of your car or on your next flight. Bonus feature: this bag is made from recycled materials.

## PREMIUM PRODUCT CONTENT

### LONG COPY/A+ EXTENDED VERSION

The Targus® 15.6" EcoSmart® Mobile Tech Traveler XL Backpack is an expandable pack designed to fit all of your workday needs. Whether you're catching a flight, the train, or a show after work, you can comfortably carry a change of clothes and your travel necessities with ease. With one zip, expand your pack from 35L to 40L creating more space to store your workspace essentials and personal belongings. This bag has two main compartments to help keep your day organized and protect your tech — one featuring the SafePort® Sling Protection System to secure your laptop in case it's dropped or thrown over your shoulder on-the-go. And don't forget your water. There's a hidden pocket to keep your bottle right where you can find it when you need it.

This backpack, made from recycled materials and fabrics, was designed with the environment and smooth travel in mind. This bag unzips to lay flat for easy loading and unloading, has grab handles on the top and side, plus ergonomic shoulder straps and a padded, mesh back for that ultra-comfortable carry. It makes an excellent traveling companion as it complies with most airline carry-on requirements. With the EcoSmart® Mobile Tech Traveler 15.6" XL Backpack, you can plan for a worry- and turbulence-free work trip.

### ADDITIONAL CONTENT

#### Environmentally Friendly

This bag was designed with the environment in mind. By using GRS-certified recycled materials, **37 plastic bottles** were kept out of our waterways and landfills, shredded into small flakes, re-polymerized into plastic chips, and heated and spun into yarn that was stitched, and sewn into the fabric of this EcoSmart® bag.

#### Room for More

With a quick unzip, this sleek bag increases its capacity from 35L to 40L to hold your essentials and more. Its clamshell design opens up and lays flat for easy packing while the compression straps help keep your contents intact. A change of clothes or some extra gear, this bag has room for it all.

#### Carry-On With Ease

Conforming to most airplane regulations, this bag is your go-to pack as an airline-approved carry-on designed to fit in the overhead bin.

#### Stay Hydrated and Stay Organized

No need to dig to the bottom of your bag for a drink, keep your water bottles in its designated, hidden pocket, or have snacks handy in an exterior pocket for that midday lull. Whether you open from the front or from the back, this bag allows easy access to your laptop and other accessories to help you make the most of your day.