

STANDARD PRODUCT GUIDE

SHORT PRODUCT NAME:	15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack
LONG PRODUCT NAME (Internal):	15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack
LONG PRODUCT NAME (External):	Targus® 15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack
CATEGORY:	Backpacks
MODEL #:	TBR040GL
UPC:	092636352622

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 Rolling Backpack (TBR040GL) features a sleek, expandable design, the SafePort® Sling Protection System, clamshell compartment for your work travel necessities, and wheels for easy transport.

SHORT COPY (25 WORDS)

The Targus® 15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack converts from a backpack to a roller and expands from 35L to 40L capacity offering plenty of space to comfortably carry your workspace essentials.

FEATURE BULLETS

- Convertible between an XL backpack and a roller
- 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
- Tuckaway ergonomic shoulder straps
- Telescopic handle
- Smooth, quiet wheels with convenient covers for backpack-mode
- Top and side comfort handles
- Soft-lined valuables pocket
- Hidden water bottle pocket
- Made from 35 recycled water bottles

MEDIUM COPY (PRODUCT ANNOUNCEMENT)

The Targus® 15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack expands from 35L up to 40L offering ample space to store your accessories and other workspace essentials. Tuck away the straps and this unique bag converts from a backpack to a roller with smooth, quiet wheels and telescoping handle. Cover the wheels and its ergonomic shoulder straps and

padded, mesh back make for an ultra-comfortable carry. 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. Plus, this rolling bag is made from recycled materials!

Prepare for a productive, off-site workday while keeping your gear and clothing organized and protected. Store your work trip necessities in one of its two main compartments, while securing your laptop in the other featuring the SafePort® Sling Protection System, even if you experience a little turbulence in your travels.

PREMIUM PRODUCT CONTENT

LONG COPY/A+ EXTENDED VERSION

Get ready for a worry- and turbulence-free work trip with the Targus® 15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack. This convertible bag goes from backpack to roller and expands to fit all your workday needs. With one zip, your pack increases from 35L to 40L and creates more space to store your belongings. Whether you're catching a flight, the train, or a show after work, you can comfortably carry or roll a change of clothes and your travel necessities with ease. 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.

The 15.6" EcoSmart® Mobile Tech Traveler Rolling Backpack is made from recycled materials and fabrics, and was designed with the environment and smooth travel in mind. The clamshell design allows for easy packing, 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.

ADDITIONAL CONTENT

Environmentally Friendly

This bag was designed with the environment in mind. By using GRS-certified recycled materials, **35 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 bag designed to fit in the overhead bin.

Roll With It

Uncover the wheels, tuck away the ergonomic straps, and your backpack converts to a roller with smooth, quiet wheels and telescopic handle.

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.