



WaterField Designs Ships Protective SleeveCase for Apple's new MacBook Pro

Available this week: a custom-fitted SleeveCase for Apple's 15.4 inch portable MacBook Pro

San Francisco, CA., January, 10, 2006– WaterField Designs, a leading maker of custom-fitted computer cases and bags, is now shipping a SleeveCase designed specifically for Apple's newly-introduced 15.4-inch MacBook Pro. The MacBook Pro SleeveCase is a slim, durable covering made of a sturdy ballistic nylon shell and a high-grade neoprene interior that envelopes itself around the MacBook Pro for a snug fit. It can be used as a stand-alone case, or can be inserted into briefcases, messenger bags, or backpacks. Customers have the option of personalizing their MacBook Pro SleeveCase to match their own needs.

The WaterField SleeveCase comes in either a vertical or horizontal orientation, and customers can create their own style by choosing to add either a front flap for added protection, or a strap for carrying the SleeveCase by itself when not inserted into another bag. A detachable gear holder, the Piggyback, is also offered, which carries accessories like a power adapter, a mouse, or an AirPort Express.

For frequent flyers, the MacBook Pro SleeveCase can be inserted into wheelies or larger bags to comply with the 2-bag carry-on limit. In-flight, they can be conveniently be taken out before stowing other bags into the overhead compartment.

"We have over 30 different sizes of SleeveCases for the various MacBook Pro, iBook, Powerbook, and PC models out there," explained Gary Waterfield, the company's chief designer. "I think the first step to protecting your laptop is to have the correct-fitting case which cushions it while in transport. Our SleeveCases hug your computer, and the neoprene inner shell provides some shock-absorbing qualities. And, because we produce locally in San Francisco, it's easier and faster for us to create multiple-sized SleeveCases."

Like other WaterField products, the MacBook Pro SleeveCase is made of industry-grade black ballistic nylon which keeps its luster for many years. The MacBook Pro SleeveCase can be used with any of the WaterField bags like the Cargo, Cozmo, or Vertigo without fear of clashing colors. For stowing other accessories, WaterField also offers Gear Pouches, the Cable Guy, and a keyboard case.

Availability & Pricing

The MacBook SleeveCase is \$39.00 and comes in black Ballistic nylon with Lead Indium trim.

The Piggyback is \$22.00 and comes in black Ballistic nylon with Lead Indium trim. This is an optional accessory for the MacBook Pro SleeveCase.

Both are available now from <http://www.sfbags.com>.

About WaterField Designs

WaterField Designs is a leading maker of custom-fitted, stylish, and design-oriented computer-related cases and bags for a full-range of laptop computers, iPods, and digital cameras. More information about WaterField Designs is available at <http://www.sfbags.com>.

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