

WaterField Designs Introduces Protective SleeveCase for Apple's 13" MacBook

Available May 25: a custom-fitted SleeveCase for Apple's new 13" MacBook

San Francisco, CA, May 2006 – WaterField Designs, a leading San Francisco based designer of custom-fitted computer cases and bags, introduced a new laptop protective SleeveCase today specifically for Apple's new 13" MacBook. Because all design and manufacturing are done at their San Francisco headquarters, WaterField is able produce custom-sized laptop sleeves as soon as new models are announced. The 13" MacBook SleeveCase will ship May 25. The new laptop sleeve adds itself to the list of over 40 custom laptop cases available from WaterField Designs for the Apple and PC market.

The new SleeveCase is a slim, durable covering made of a sturdy ballistic nylon shell and a high-grade neoprene interior that is customized to the 13" MacBook dimensions for a snug fit. Available in either a horizontal or vertical orientation, users can retrieve their laptops from briefcases, messenger bags, or backpacks without removing the sleeve itself. Alternatively, customers can opt to add a strap to the sleeve and use it as stand-alone case. Other options include a front flap for added protection and the "Piggyback", a detachable gear holder to carry computer or other accessories.

Frequent flyers can insert the 13" MacBook SleeveCase into a wheelie or larger bag to comply with the 2-bag carry-on limit. The SleeveCase can also be quickly retrieved and reinserted at the mandatory airport security check.

"We have over 40 different sized SleeveCases for the various MacBook, 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 to cushion it while in transport. Our SleeveCases hug your computer and the neoprene inner shell provides shock-absorbing qualities. Because we produce locally in San Francisco, it's easier and faster for us to create multiple-sized SleeveCases."

The 13" MacBook SleeveCase can be used with other WaterField bags like the Cargo, Cozmo or Vertigo. For stowing laptop accessories, WaterField offers the Gear Pouch, the Cable Guy, an iSight and a keyboard case.

Availability & Pricing - The 13" MacBook SleeveCase is \$39.00. Optional accessories for the 13" MacBook SleeveCase include: adding a front flap (\$15.00), a suspension shoulder strap and D-rings (\$18.00), the Piggyback (\$22.00).

About WaterField Designs WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, iPods, and other digital gear. More information about WaterField Designs is available at www.sfbags.com.

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