

WATERFIELD

WaterField Designs Announces New SleeveCase for MacBook Unibody with Six Fitting Laptop Bags

USA-Manufactured, TSA Friendly WaterField Designs SleeveCase: Custom-fitted case for Apple's new 13.3 MacBook Unibody plus Six Laptop Bag Options

San Francisco, CA, October 21, 2009—WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for consumer electronics, announces a new, custom-fitted, protective SleeveCase for the 13.3-inch unibody MacBook. WaterField Designs manufactures in San Francisco enabling fast turnaround on cases for new devices. The new size 13-4 SleeveCase is available now for pre-order from sfbags.com; it will ship November 2, 2009. WaterField's new 13-4 SleeveCase size is compatible with the popular, recently-announced Muzetto 13" laptop bag also from WaterField.

"People spend a lot of cash on their laptops Mac, so it is important to protect them well," explained owner, Gary Waterfield. "Your case should fit snugly for optimal protection—the WaterField Designs case is an exact fit for the new unibody MacBook dimensions and it is very protective. The Muzetto, a favorite of *Mad Men* actor Rich Simmons, is a good fit for the new SleeveCase."

The SleeveCase secures and protects the 13.3-inch unibody MacBook without zippers, allowing quick access to the laptop. It combines a nearly indestructible ballistic nylon outer shell with a high-grade, 6mm neoprene interior that absorbs shock as it cradles the computer. A loop at one end lets users hold the SleeveCase while easily removing the device. Travelers passing through airport security can leave the MacBook Pro protected in the TSA friendly sleeve while it makes its way through the x-ray machine.

Inserted into WaterField's Muzetto, Cargo, Cozmo, or Vertigo bag, the SleeveCase protects the MacBook from other bag contents and can remain inside when the computer is removed. Or, one can add a strap to the sleeve and use it as stand-alone case. WaterField offers the 13" Racer-X & HardCase laptop bags and the new 13-4 Suede Jacket Sleeve for the unibody MacBook.

Pricing & Availability

SleeveCase new size 13-4: \$39. Options include: Suspension Shoulder Strap with D-rings (\$18), Simple Shoulder Strap with D-rings (\$12), Piggyback accessory pouch (\$22).

Suede Jacket Sleeve new size 13-4: \$29. Ships November 2, 2009.

Pre-order now at <http://www.sfbags.com>. Ships November 2, 2009.

The 13-4 SleeveCase is compatible with the 13" Laptop **Muzetto** (\$239), **Small Cargo** (\$179-\$209), **Medium Cozmo** (\$179), and **Medium Vertigo** (\$85). The **HardCase size 13"** (\$229) and the **Racer-X 13"** (\$169) laptop bags fit the new MacBook. All are available now at sfbags.com.

About WaterField Designs

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, and other digital gear. All products are manufactured to exacting standards in San Francisco. More information is available at www.sfbags.com/aboutus.htm.

Press Contact

Heidi Marzke
WaterField Designs
heidi@sfbags.com
(415) 546-1040

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