

WATERFIELD

Slip the Apple iPad into Protective WaterField Designs Ultimate SleeveCase or Suede Jacket

*WaterField TSA-friendly iPad cases are manufactured in the USA;
Quick and convenient, the Ultimate SleeveCase is now available with a leather trim option*

San Francisco, CA, February 9, 2010—WaterField Designs, a local manufacturer renowned for its high-quality custom sleeves, bags and cases for digital gear, introduces the first of its several cases for the hotly anticipated Apple iPad: the iPad Ultimate SleeveCase and the Suede Jacket. The Ultimate SleeveCase includes shock-absorbing neoprene and screen protecting, impact-resistant plastic plus a scratch-free, screen cleaning Ultrasuede® liner; the Suede Jacket's custom sizing coupled with UltraSuede® stretch memory ensure a snug fit for scratch protection. Both are available for pre-order at www.sfbags.com.

"People are likely to take the iPad with them everywhere," noted Gary Waterfield, company founder. "It's too big for your pants pocket, but our custom-fitted Ultimate SleeveCase and Suede Jacket are the next best thing—they're both slim and protective and they travel easily."

The [Suede Jacket](#), with or without an optional stretch pocket, protects the iPad from the occasional ding in a scratch- and static-free Ultrasuede® case that can double as a screen cleaner. Small pull-tabs help ease iPad insertion and removal.

The customizable iPad [Ultimate SleeveCase](#) provides scratch-free and compact, multi-layer protection. The iPad case interior is fully lined with screen-cleaning Ultrasuede®. A nearly indestructible, ballistic nylon outer shell is lined with high-grade shock-absorbing neoprene and an impact-resistant insert to protect the iPad screen. A bottom loop helps ease iPad removal. Users may customize with several options: horizontal or vertical case orientation, brown leather or Lead Indium trim, a shoulder strap and/or a removable "Piggyback" accessories pouch.

These TSA friendly iPad cases allow travelers to breeze through airport security. Both Apple iPad cases can be used alone or in WaterField's Muzetto, Cargo, Cozmo, or VertiGo bags.

Pricing & Availability

Pre-order now at <http://www.sfbags.com>. Will ship within one week of Apple ship date.

Suede Jacket Price: \$19. With pocket: \$25 Color: Black. Vertical orientation.

SleeveCase with Flap: Price: \$55. Colors: Black with Lead Indium or Black with brown leather trim (+\$4). Additional options: Simple Shoulder Strap (\$7), Piggyback accessory pouch: (\$25), Piggyback with brown leather trim (+\$2).

Compatible with WaterField's Personal [Muzetto](#) (\$239), Small [Cargo](#) (\$179-\$209), Small [Cozmo](#) (\$169-\$199), and Small [VertiGo](#) (\$85). 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.php.

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