

WATERFIELD

WaterField Designs Adds New Smart Case and Slip Case to its Apple iPad Case Line

Adding to the Ultimate SleeveCase and iPad Suede Jacket, WaterField Designs announces the USA-Made, TSA Friendly iPad Smart Case and iPad Slip Case for iPad protection

San Francisco, CA, March 9, 2010—WaterField Designs, a San Francisco manufacturer renowned for its high-quality, custom notebook sleeves, bags and cases for digital gear, introduces two cases for the Apple iPad: the sophisticated Smart Case and the super-thin iPad Slip Case. Both new cases offer protection for the iPad and come in six colors. They fit perfectly into the personal size WaterField Muzetto metro bag. WaterField now offers four iPad cases including the previously announced Ultimate SleeveCase and iPad Suede Jacket. All are available for pre-order at www.sfbags.com.

"The Smart Case with its bold colors and distressed leather sides is a really unique, eye-catching case," explained owner, Gary Waterfield. "The Slip Case is simple and light, but protective—and both cases are easy to spot. Users can match them to our popular Muzetto bag since the personal size is a great fit for the buzz-worthy new iPad."

WaterField Designs' iPad [Smart Case](#) offers solid iPad protection in serious style. An Ultrasuede®, scratch-free liner with a high-impact, rigid insert for screen protection is enveloped by a vibrantly colored, water-resistant exterior, available in six color choices. The Smart Case is flanked by naturally tanned, distressed brown leather and—like all WaterField cases—is custom fitted; in this case to the Apple iPad dimensions.

The slender [Slip Case](#) for the iPad uses the same vibrantly colored, water-resistant fabric on its exterior. A plush interior and impact-resistant plastic protect the screen and finish the simple, light case. Both new iPad cases are light, protective and easy to spot among bag contents.

WaterField's four TSA-friendly case options for the iPad—the Ultimate SleeveCase, the iPad Suede Jacket, the iPad Smart Case, and the iPad Slip Case—allow travelers to breeze through airport security with their Apple iPad safe within its protective sleeve.

Pricing & Availability

Pre-order iPad cases at <http://www.sfbags.com>. Will ship within one to three weeks of Apple ship date.

Smart Case Price: \$59 Colors: Black, Brown, Silver, Blue, Green, Red.

Slip Case Price: \$29 Colors: Black, Copper, Flame, Green, Pearl, Pine.

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 at www.sfbags.com/aboutus.php.

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