

STANDARD PRODUCT GUIDE	
SHORT PRODUCT NAME:	15.6" Cypress™ Hero Backpack with EcoSmart®
LONG PRODUCT NAME (External):	Targus® 15.6" Cypress™ Hero Backpack with EcoSmart®
CATEGORY:	Backpacks
MODEL #:	TBB586GL – Black TBB58601GL – Navy TBB58602GL – Lt. Gray
UPC:	
PRODUCT TAGLINE	
Good Inside and Out	
META DESCRIPTION	
The Targus® 15.6" Cypress™ Hero Backpack with EcoSmart® (TBB586GL – Black/TBB58601GL – Navy/TBB58602GL – Lt. Gray) combines eco-friendly materials with a protective design to deliver reliable protection.	
SHORT COPY (25 WORDS)	
Made from recycled water bottles, this pack delivers practical protection in an eco-conscious design.	
PA/COLLATERAL FEATURE BULLETS	
<ul style="list-style-type: none"> • Made from 26 recycled water bottles • Dedicated padded laptop compartment • Large main compartment for files and gear • Workstation for smaller accessories • Front, quick-stash pocket • Structured design keeps bag standing upright • Ergonomic shoulder straps and padded back panel for a comfortable carry • Luggage pass-through trolley strap • Comfortable carry handle 	
MEDIUM COPY (PRODUCT ANNOUNCEMENT)	
<p>Made from recyclable materials on the inside and out. Using fabric woven from recycled water bottles, 26 to be exact, the 15.6" Cypress™ Hero Backpack with EcoSmart® is thoughtfully designed to protect your work essentials while also protecting the environment.</p> <p>Built to fit 15.6" laptops, this EcoSmart bag features a dedicated padded compartment to cradle your laptop, plus boasts a large main compartment, a secondary compartment with a workstation, and a convenient front quick-stash pocket to provide you enough room for your everyday essentials.</p> <p>Its smart design also features adjustable, ergonomic shoulder straps and a padded back panel to ensure a comfortable fit, as well as a pass-through trolley strap for easy transport on luggage.</p>	

PREMIUM PRODUCT CONTENT
ADDITIONAL CONTENT
The Bottle Reborn This bag was designed with the environment in mind. By using GRS-certified recycled materials, 26 plastic bottles were kept out of our waterways and landfills, shredded into small flakes, re-polymerized into plastic chips, and heated and spun into yarn that was stitched, and sewn into the fabric of this EcoSmart bag.
Ergonomic Comfort Designed for your everyday commute, we've made the Cypress™ Hero Backpack with EcoSmart comfortable to carry with airflow padding to maximize air circulation between the bag and your back, plus ergonomic, padded shoulder straps.