

**STANDARD PRODUCT GUIDE**

<b>SHORT PRODUCT NAME:</b>	15.6" Cypress™ Hero Backpack with EcoSmart®
<b>LONG PRODUCT NAME (External):</b>	Targus® 15.6" Cypress™ Hero Backpack with EcoSmart®
<b>CATEGORY:</b>	Backpacks
<b>MODEL #:</b>	TBB586GL – Black TBB58601GL – Navy TBB58602GL – Lt. Gray
<b>UPC:</b>	
<b>PRODUCT TAGLINE</b>	
Good Inside and Out	
<b>META DESCRIPTION</b>	
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.	
<b>SHORT COPY (25 WORDS)</b>	
Made from recycled water bottles, this pack delivers practical protection in an eco-conscious design.	
<b>PA/COLLATERAL FEATURE BULLETS</b>	
<ul style="list-style-type: none"><li>• Made from 26 recycled water bottles</li><li>• Dedicated padded laptop compartment</li><li>• Large main compartment for files and gear</li><li>• Workstation for smaller accessories</li><li>• Front, quick-stash pocket</li><li>• Structured design keeps bag standing upright</li><li>• Ergonomic shoulder straps and padded back panel for a comfortable carry</li><li>• Luggage pass-through trolley strap</li><li>• Comfortable carry handle</li></ul>	
<b>MEDIUM COPY (PRODUCT ANNOUNCEMENT)</b>	
<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>	

<b>PREMIUM PRODUCT CONTENT</b>
<b>ADDITIONAL CONTENT</b>
<b>The Bottle Reborn</b> This bag was designed with the environment in mind. By using GRS-certified recycled materials, <b>26 plastic bottles</b> 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.
<b>Ergonomic Comfort</b> 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.