

STANDARD PRODUCT GUIDE

SHORT PRODUCT NAME:	15-16" Slate II Backpack
LONG PRODUCT NAME (Internal):	15-16" Slate II Backpack
LONG PRODUCT NAME (External):	Targus® 15-16" Slate II Backpack
CATEGORY:	Backpacks
MODEL #:	TBB94602WM (Blue)
UPC:	
PRODUCT TAGLINE	
Protective and Lightweight	
META DESCRIPTION	
The 15-16" Slate II Backpack – Blue (TBB94602WM) is a lightweight backpack in a sturdy frame – with the essential laptop protection and a spacious compartment for your gear.	
SHORT COPY (25 WORDS)	
Carry comfortably with this lightweight yet durable backpack that's perfect for everyday use.	
FEATURE BULLETS	
<ul style="list-style-type: none">• Padded laptop pocket• Secondary compartment with built-in workstation• Padded shoulder straps and back panel• Two mesh water bottle pockets• Front stash pocket• Reflective accents for increased visibility• Comfortable carry handle	
MEDIUM COPY (PRODUCT ANNOUNCEMENT)	
Pack your gear in the 15-16" Slate II Backpack. It's sturdy enough to stand up to everyday use but lightweight by design. It'll keep your tech protected in its padded laptop pocket. And we've incorporated plenty of space to accommodate your on-the-go essentials like a charger, notebook, pens, water bottles, and more. Once it's on your shoulders, its padded back panel and contoured shoulder straps make it comfortable for the commute.	
ADDITIONAL CONTENT	
Sleek and Spacious With two compartments and plenty of room for your laptop and other essentials, this bag has an easy access front pocket to help you stay organized throughout your day. A change of clothes or some extra gear, this bag has room you need.	
Stay Hydrated and Stay Organized No need to dig to the bottom of your bag for a drink, keep your water bottles in their designated pockets, or have snacks handy in the exterior pocket for that midday lull. This bag allows easy access to your laptop and other necessities to help you make the most of your day.	

Design Details

While it's got the space you need, it's also got the small design details that make it stand out. Discover the reflective accent on the front for increased visibility when traveling on foot or bike and padded, contoured shoulder straps that put this bag in a category of its own.