

# GuardIT // 88U - 1041



ICT segment



Flexxea

Network 2



**GuardIT**

Thermo Tech Sleeves

Airglow Sleeves

Classic Sleeves

## HISTORY // INSPIRATION // DESIGN

GuardIT is a dedicated line to the ICT and B2B channel, in order to strongly attack competition and create big volumes. This is why we focused on a rich looking exterior, with a nice polyester mix and logo detail and red accents in combination with a basic functionality to reach the price point.

GuardIT will be the hero laptop case collection for the ICT and B2B channel and should be used to generate big volumes.

## MARKET TREND

In the ICT channel, more than 64% of the market is below 40€ Retail. It is a highly competitive market environment with a big focus on price with a lot of players such as Targus, Case Logic and Tucano looking for their share of the market! Also in the B2B segment, price is a critical decision point, with GuardIT we have a great offer for any decision maker.

## CONSUMER TARGET

With GuardIT we are targeting the typical rational seeker, looking for a practical, mainstream and formal bag at a good-value-for-money that enables him to look competent and professional. Thanks to the mainstream formal design with interesting material mix, GuardIT is a collection appealing to the masses.

## USP

- Great value-for-money;
- Commercial design;
- Business organization with red accents;
- Smart Sleeve;
- Tablet compartment on selected models;
- Interesting polyester mix;
- Neoprene padded handles;

## KEY FEATURES



### Rich looking exterior

- Focus on Rich Exterior Materials like interesting polyester mix, reversed zippers and red accent stitching in combination with a basic functionality



### Tablet compartment

- Dedicated slot for tablets and E-Readers on all Backpacks and Rolling Tote fitting tablets til 10.1"



### Organization

- Front pocket with organization features, such as double pen loop, and several slip-in pockets for your smartphone, business cards and other gadgets - all with red accents matching the exterior
- Backpacks feature zipped pocket with fleece interior suitable for media player, sunglasses, etc.

## FEATURES

- Organization with red detail accents
- Smart Sleeve
- Reversed zippers with elegant metal zipper pullers
- Neoprene padded top handle
- Tablet compartment fitting tablets until 10.1" (only on Backpacks and RT)
- Removable shoulder strap;

## MATERIALS

500 x 500 denier polyester + 400 x 400 denier doobby polyester

## COLOURS



1041//\_09 Black

## WARRANTY

2 years global warranty on all items.  
5 years global warranty (rolling tote).

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	88U*004 // 55924 Backpack S 13-14"	29,5x43x19 cm	0,6 kg	18 l	
					 34x25x03,5
	88U*005 // 55926 Backpack M 15-16"	31x44,5x21 cm	0,65 Kg	22 l	
					 38x27x04
	88U*006 // 55928 Backpack L 17.3"	32x48x22 cm	0,69 Kg	27 l	
					 42x28x04,5
	88U*001 // 55919 Briefcase 13.3"	38x28x11 cm	0,52 Kg	10 l	
					 32x23x03,5

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	88U*002 // 55921 Bailhandle 16"	43,5x30,5x11,5 cm	0,6 Kg	12 l	  38x27x04
	88U*003 // 55922 Bailhandle 17.3"	44,5x32x13 cm	0,64 Kg	15 l	  42x28x04,5
	88U*007 // 55929 Office Case 16"	43x35x12 cm	0,73 Kg	12 l	  38x27x04
					



	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	88U*008 // 55930 Rolling Tote 17.3"	46x37x20 cm	2,54 Kg	24 l	
					<p>17.3" 42x28x04,5</p>