

# Intellio Briefcases // 00V - 2020



## HISTORY // INSPIRATION // DESIGN

Intellio is a classic briefcase line that incorporates Leonardo Da Vinci's principle of „SIMPLICITY IS THE ULTIMATE SOPHISTICATION“ in its design, or as we like to call it „SIMPLE IS BEAUTIFUL“. Although being our entry price briefcase line, we have some interesting details, like metal finish on the plastic handle grip as well as an interesting material mix, giving the case a stronger appearance.

We aimed to have a mainstream briefcase, without point of objection, without polarising details - a classic item. Intellio is an elegant and comfortable collection at a reasonable price point, with the must have functionality features. For today's businessmen.

## MARKET TREND

Consumers are looking more and more for simplicity combined with functionality. Intellio is satisfying this demand by offering a sleek and elegant design with all business features below 100€ retail. The price class 80-100€ in which most of our briefcases are positioned, is growing in France (now 11% of the market in traditional dealers) and Germany (now 8% in traditional).

## CONSUMER TARGET

A classic, formal and mainstream audience, that is looking for an a-branded briefcase at a good-value for money ratio.

## USP

- Elegant mainstream design;
- Must have functionality;
- Comfortable and flexible;
- Moderate price;

**KEY FEATURES**



**ELEGANT CARRYING HANDLE AND MATERIAL MIX**

- A matt metal finish on the handle caps, matching the lock.
- An interesting material mix, giving the case a stronger appearance.



**CLASSIC BRIEFCASE GUSSETS**

- All briefcases have the classic briefcase structure, allowing it to be thinner when not fully loaded.
- Briefcases stand upright when placed on the ground



**TECH COMPARTMENTS**

- Fitting Laptops and tablets in all items (except Cross-Over)
- Tablet pocket features a soft touch fleece interior, preventing scratches

**FEATURES**

- Elegant carrying handle on briefcases with metal finish on handle caps;
- Classic briefcase structure with gussets;
- Laptop & Tablet compartment;
- Removable shoulder strap
- Elegant mainstream design with interesting material mix
- Smart Sleeve feature on all business items

**MATERIALS**

20%polyester (30% on briefcases) T600D/T150DxT600D/T300D twist doobby+80% nylon N840DxN840D twist doobby.

**COLOURS**



1041//\_09 Black



1251//\_07 Dark Brown

**WARRANTY**

2 years global warranty

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	00V*009 // 56328 Cross-over	21,5x26x8,5cm	0,26 kg	3,5 l	 
	1 zipped main pocket 1 zipped frontpocket				
	00V*006 // 56334 Laptop Backpack 16"	33x42,5x22cm	0,78 kg	16,8 l	     
	1 main compartment with tablet slot and zipped pocket 1 laptop compartment with document gusset 1 big front pocket with organization				 38x27x04
	00V*007 // 56335 Laptop Backpack 17.3"	34x45x24cm	0,88 Kg	20,9 l	     
	1 main compartment with tablet slot and zipped pocket 1 laptop compartment with document gusset 1 big front pocket with organization				 42x28x04,5

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	00V*001 // 56331 Briefcase 1 gusset 16"	43x34x15,5cm	1,1 Kg	14,7 l	
	Tablet slot with soft touch fleece interior (fitting e.g. for Ipad)				 38x27x04
	00V*002 // 56332 Briefcase 2 gussets 16"	43x34x17cm	1,3 Kg	15,5 l	
	Tablet slot with soft touch fleece interior (fitting e.g. for Ipad)				 38x27x04
	00V*003 // 56333 Briefcase 3 gussets 16"	43x34x19cm	1,56 Kg	15,9 l	
	Tablet slot with soft touch fleece interior (fitting e.g. for Ipad)				 38x27x04

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES <sup>3</sup>	FEATURES
	00V*004 // 56329Bailhandle 16\" Exp	43,5x30,5x 18/20,5cm	0,9 Kg	15,9/19,3 l	
	2 compartments + expandability Tablet slot with soft touch fleece interior (fitting e.g. for iPad)				 38x27x04
	00V*005 // 56330 Bailhandle 17.3\" Exp	45x34x20/ 22,5cm	0,96 Kg	20,1/23,4 l	
	2 compartments + expandability Tablet slot with soft touch fleece interior (fitting e.g. for iPad)				 42x28x04,5
	00V*008 // 56336 Toploader/WH 16"	44x38,7x22,5c m	2,8 Kg	27,7 l	
					 38x27x04