

Thermo Tech // 96U - 1985



HISTORY // INSPIRATION // DESIGN

Thermo Tech is Samsonite's new range of sleeves and portfolios made to fit the latest in computer technology. It features a new, patent pending, construction using the innovative Thermo Welding Technology on all sleeve models. Instead of stitching, the material is, via a special manufacturing process, glued and heat sealed together, proving extreme resistance and additional protection against humidity. Thermo Tech also features the great PORON® XRD™ foam - known from the Litesphere travel collection - on selected zones (sleeves only) to provide increased impact protection. We offer different designs for Apple's Mac models and regular PC models.

MARKET TREND

- Lifestyle, design oriented and innovative products are growing – Thermo Tech combines these 3 elements perfectly
- Sleeve represent more than 14% of the entire business case market (GfK, EU2-France+Germany, May-Aug. 2012, Panelmarkt)
- Portfolios already represent 33.9% of the business case market in EU-2 France + Germany; in France already 35.9%, have surpassed Briefcase sales in the IT channels (GfK, May-Aug. 2012, Panelmarkt).
- With growing sales of Android tablets and strong demand for the Apple iPad mini, the market research firm IDC raised its forecast of global tablet shipments in 2013 to 172 million units, up 41% year on year (YoY).

CONSUMER TARGET

- Lifestyle oriented consumers, looking for slim, sleek and techy protection for their laptops or MacBook
- Tech geeks, requesting the latest technology
- Mac consumer's finally have a dedicated assortment from Samsonite

USP

- Lightness;
- Protection;
- Innovation;
- Design.



KEY FEATURES



- **Soft touch perforated PU**, for unique look and feel
- Mac Design: Monochrome
- Laptop Design: with light blue accent print
- Magnetic closure flap underlines high-tech focus



- New construction using the Thermo Welding Technology - Patent pending



- **PORON® XRD™ foam** on selected zones for increased impact protection



FEATURES

- Innovative Thermo Welding Technology (on sleeves only)
- PORON® XRD™ protection on selected zones (on sleeves only)
- Distinct design for Mac or PC models.
- Magnetic closure underlines high-tech approach.



MATERIALS

20% soft touch perforated PU+ 80% Neoprene

COLOURS



1041 // 09 BLACK (*)



1498 // 21 LIGHT BLUE (*)



1717 // 91 PURPLE (*)



4068 // 19 BLACK/LIGHT BLUE



2206 // 11 BLUE/LIGHT BLUE





1741 // 10 RED/GREY

(*) Only available for models 011 till 016.

WARRANTY

2 years global warranty

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES ³	FEATURES
	96U*001 // 56113 PORTFOLIO 10.1"	26,5x19x1,5cm	0.2kg	1	
					
	96U*002 // 56114 LAPTOP SLEEVE 10.1"	28,5 x 21 x 3,5cm	0.2 kg	1,6 l	
					 27,5x19x03
	96U*003 // 56115 LAPTOP SLEEVE 13.3"	34 x 25 x 4 cm	0.2 kg	3,3 l	
					 32x23x3,5
	96U*004 // 56116 LAPTOP SLEEVE 15.6"	38,9 x 29,5 x 4,5 cm	0.3 kg	4,2 l	
					 37x27x04

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES ³	FEATURES
	96U*011 // 56118 iPAD MINI PORTFOLIO	20,5 x 14 x 1,5 cm	0,1 kg	l	
	<ul style="list-style-type: none"> With soft touch rubber PC backshell Auto On/Off function 			13,5x20x07	
	96U*012 // 56119 iPAD PORTFOLIO 9.7"	24,5 x 19,5 x 2 cm	0,3 kg	l	
	<ul style="list-style-type: none"> With soft touch rubber PC backshell Auto On/Off function 			19x24,5x03	
	96U*013 // 56120 iPAD SLEEVE	24,5 x 20 x 3 cm	0,1 kg	1,2 l	
	<p>reddot design award winner 2013</p>			19x24,5x03	
	96U*014 // 56121 MACBOOK AIR 11" SLEEVE	30,5 x 22 x 3 cm	0,2 kg	2,1 l	
	<p>reddot design award winner 2013</p>			19,2x30x03	

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES ³	FEATURES
	96U*015 // 56122 MACBOOK 13" SLEEVE	33,5 x 23,5 x 3,5 cm	0,2 kg	2,8 l	
	 reddot design award winner 2013		 13" 21,9x31,4x02		
	96U*016 // 56123 MACBOOK 15" SLEEVE	37 x 26,5 x 3,5 cm	0,3 kg	3,7 l	
	 reddot design award winner 2013		 15" 24,7x35,8x02		