

WaterField Designs Ships SleeveCase for Apple's New MacBook Air

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WaterField Designs, a San Francisco manufacturer of custom-fitted computer cases and bags, introduces a new laptop SleeveCase made specifically for Apple's new MacBook Air. This protective sleeve ships by Friday, January 25. The new SleeveCase is a slim, durable covering made of a sturdy ballistic nylon shell and a high-grade neoprene interior that is customized to the MacBook Air dimensions for a snug fit.

San Francisco, CA - January 2008 - WaterField Designs, a San Francisco manufacturer of custom-fitted computer cases and bags introduces a new laptop SleeveCase made specifically for Apple's new MacBook Air. This protective sleeve ships by Friday, January 25.

The new SleeveCase is a slim, durable covering made of a sturdy ballistic nylon shell and a high-grade neoprene interior that is customized to the MacBook Air dimensions for a snug fit. Available in either a horizontal or vertical orientation, users can easily retrieve their laptop from a briefcase, messenger bag, or backpack without removing the sleeve itself. Alternatively, they can opt to add a strap to the sleeve and use it as a stand-alone case. Other options include a front flap for added protection and the "Piggyback," a detachable gear holder for accessories.

Frequent flyers can insert the SleeveCase into a wheelie or larger bag to comply with the 2-bag carry-on limit. The SleeveCase can also be quickly retrieved and reinserted at airport security check.

"To properly protect your laptop, you need a case that fits snugly and is designed to the laptop's dimensions so that it stays cushioned while in transport," explained Gary Waterfield, Chief Designer. "You don't want your laptop bouncing around in a one-size-fits-all case; that's why we have over 50 sizes in stock and continually introduce new ones. Plus, the neoprene inner shell provides shock-absorbing qualities to cushion your laptop."

Availability and Pricing:

The new SleeveCase size 13-2 for the MacBook Air is \$39.00. Optional accessories for the MacBook Air SleeveCase include: adding a front flap (\$15.00), a suspension shoulder strap and D-rings (\$18.00), the Piggyback (\$22.00).

For stowing laptop accessories, WaterField offers the Gear Pouch (\$19-\$25), the Cable Guy (\$19-\$25), an iSight case (\$24) and a variety of keyboard cases (\$29-\$49).

WaterField Designs / SFbags.com:
<http://www.sfbags.com/>

About WaterField Designs WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, iPods, cameras and other digital gear. All products are manufactured to exacting standards in San Francisco. More information about WaterField Designs is available at their website.

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