

WaterField Designs Unveils the HardCase for Apple's New MacBook Air

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WaterField Designs announces the HardCase in custom-fitted sizes for Apple's new MacBook Air, the MacBook Pro and the MacBook. WaterField Designs now offers three custom-fitted cases for the MacBook Air - the HardCase, the size 13-2 SleeveCase and the 13-inch Racer-X. The svelte, new HardCase is constructed of fine leather and ballistic nylon. The case offers rugged laptop protection in a classic, minimalist design. Customizable options allow owners to personalize the case to fit their taste.

IMMEDIATE RELEASE

San Francisco, CA, January 22, 2008 - WaterField Designs, a San Francisco manufacturer of custom-fitted computer cases and bags, announces the HardCase in custom-fitted sizes for Apple's new MacBook Air, the MacBook Pro and the MacBook. The svelte, new HardCase is constructed of fine, smooth, leather and ballistic nylon. The case offers rugged laptop protection in a classic, minimalist design. Customizable options allow owners to personalize the case to fit their taste.

The HardCase projects a refined look with its dual-tone leather flap, an integrated leather handle, and an aluminum paragliding buckle. The main compartment - the laptop chamber - provides three layers of protection while maintaining the slim, lightweight look of the case. The protective chamber is layered with a soft, no-scratch, padded liner that hugs the laptop, a layer of high-density foam and an inner layer of impact-resistant plastic.

The slender HardCase is designed to hold a laptop and a bit more; two narrow pockets under the flap and a secured, soft-lined back pocket offer room for necessities. Customizable options include a choice of hardware - matte black or nickel; a choice of colors for the underside of the flap - black, kiwi, or pink; and different sizes for a snug fit on any Apple laptop. A removable, Suspension Shoulder Strap with a built-in, non-sliding, shoulder pad gently suspends the load making it feel lighter.

"The HardCase line introduces a brand new look to our laptop cases," said Gary Waterfield, company founder. "It's sophisticated enough to take to important client meetings, but includes a paragliding buckle for a bit of fun and intrigue. The case has a simple, all-black, clean-lined look, but pull up the flap, and you can add a bit of color underneath. Outside, the case looks sleek and trim, but inside we've added details that make it functional without looking like it's bulging with gear."

With the introduction of the HardCase, WaterField Designs now offers three custom-fitted cases for the new MacBook Air. Last week, WaterField Designs introduced the size 13-2 SleeveCase for the MacBook Air (shipping now). Customers can also opt for the 13" Racer-X for the new ultra-slim laptop.

Availability and Pricing:

The Hard Case is available now for pre-order from the company's on-line store: www.sfbags.com. Shipping begins February 10, 2008. Four custom-fitting sizes are available for: the MacBook Air, the MacBook Pros, and the MacBook. Prices range from: \$229-\$249. Options include a choice of matte black or nickel hardware and a choice of under-flap leather colors - black, kiwi or pink.

The SleeveCase for the MacBook Air is shipping now. Price: \$39. Customizable options include adding a front flap (\$15), a Suspension Shoulder Strap with D-rings (\$18), and a PiggyBack accessory pack (\$22).

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The Racer-X for the MacBook Air is shipping now, priced at \$169, and comes in black ballistic nylon with accent colors in blue, black, brown, green, red, silver.

The HardCase by WaterField Designs:
<http://www.sfbags.com/products/hardcase/hardcase.htm>

The SleeveCase by WaterField Designs:
<http://www.sfbags.com/products/sleevecases/sleevecases.htm>

The Racer-X by WaterField Designs:
<http://www.sfbags.com/products/racerox/racerox.htm>

WaterField Designs manufactures distinctive, 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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