

WaterField Designs' New Smart Case Meets Demand for MacBook Air Style

Published on 07/20/11

California based WaterField Designs today introduces the all-new MacBook Air Smart Case. Lion MacBook Air sales are predicted to hit 1.5 million per quarter & WaterField Designs is poised to help meet resulting demand for the quality cases Apple enthusiasts expect. The robustly protective and impeccably stylish new Smart Case is available in custom sizes for both the 11- and 13-inch MacBook Air models. The Smart Case joins four premier MacBook Air cases already available from Waterfield Designs.

San Francisco, California - WaterField Designs - the preeminent San Francisco manufacturer of custom laptop sleeves and distinguished bags and cases for digital gear - introduces the all-new MacBook Air Smart Case(TM). Lion MacBook Air sales are predicted to hit 1.5 million per quarter as reported by Apple Insider, and WaterField Designs is poised to help meet resulting demand for the quality cases Apple enthusiasts expect. The robustly protective and impeccably stylish new Smart Case(TM) is available in custom sizes for both the 11- and 13-inch MacBook Air models. The Smart Case(TM) shipping now, joins four premier MacBook Air cases already available from WaterField Designs.

"The Smart Case with its bold colors and distressed leather sides is a unique, eye-catching case," explained owner Gary Waterfield. "A plastic, impact-resisting insert and padded sides offer matchless protection and the color choices match our popular Muzetto bag."

Features:

- * Two sizes: Custom fitted to 11.6" or 13" MacBook Air
- * Light and protective
- * Water-resistant, nylon exterior
- * Lightly padded interior
- * Ultrasuede(R), scratch-free liner that helps remove fingerprints
- * Flanked by eco-friendly, distressed brown leather
- * High-impact, rigid plastic inserts for additional protection
- * Stretch back pocket to hold power adapter and cables
- * Six vibrant color choices
- * TSA-friendly

With this new addition, WaterField now offers three MacBook Air sleeve options - the new Smart Case(TM), the SleeveCase(TM), and the Suede Jacket Sleeve(TM) - all of which can work in conjunction with WaterField's popular Muzetto laptop bag. WaterField Designs offers two MacBook Air bag options with room for the Air, a power adapter, cables and more: the MacBook Air Travel Express(TM) and the MacBook Air Wallet(TM).

Pricing and Availability:

MacBook Air Smart Case(TM): 11-inch: \$79. 13-inch: \$89. Colors are available in Black, Copper, Flame, Green, Pearl or Pine. Available now at WaterField Designs/SFBags company store.

WaterField Designs:

<http://www.sfbags.com/>

MacBook Air Smart Case:

<http://sfbags.com/products/macbookair-smartcase/smartcase-macbookair.php>

YouTube Video:

<http://www.youtube.com/watch?v=FooZ5x-OX0E&feature=youtu.be>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

WaterField Designs manufactures bespoke, high-quality cases and bags for a full-range of laptop computers, cameras, and other digital gear. All products are manufactured to exacting standards entirely in San Francisco. All products are manufactured to exacting standards in San Francisco. WaterField Designs, SleeveCase, Smart Case, Suede Jacket, Muzetto, Air Travel Express, MacBook Air Wallet, and Vertigo, are trademarks of WaterField Designs. Other company/product names may be trademarks of their respective owners.

###

Heidi Marzke
Director of PR and Marketing
415-552-8572

heidi@sfbags.com

Link To Article: <https://prmac.com/release-id-28331.htm>
