

## **WaterField Unveils the Slim Zip Brief for New 12-inch Apple MacBook**

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Local San Francisco manufacturer, WaterField Designs today announces the refined Zip Briefcase designed to enhance the 12-inch Apple MacBooks' thin, light features. Plush padding cushions the 12-inch Apple MacBook in a custom-sized pocket with an additional two pockets that protect and stow a hard drive, power supply or other accessories. Available in waxed canvas or ballistic nylon, this Made-in-America, ultra-slim MacBook bag is available exclusively from the WaterField Designs online store.

San Francisco, California - WaterField Designs today is proud to announce the refined Zip Brief, created to protect and showcase the new 12-inch Apple MacBook. Ideal for portability, the ultra-slim Zip looks sleek from every angle. Lined with sumptuously-soft material, the Zip's internal pockets cradle the MacBook on one side and accessories on the other, and an angled front pocket holds a smartphone, wallet or commuter pass. The exterior combines leather with waxed canvas or ballistic nylon for a comfortable yet sophisticated look. TSA-friendly, the Zip can be fully opened for airport security while contents remain safely secured.

"The new 12-inch MacBook is so elegant that we wanted to create a brief that enhanced its sleek design," said owner Gary Waterfield. "We created a compact, lightweight case that stays ultra-slim even when packed, and we carefully designed it to include only necessary features. Our new cashmere-soft lining is amazing; run your fingers through it, and you'll know your MacBook is getting top treatment."

The Zip Brief is available in tan waxed canvas or black ballistic nylon with full-grain, naturally-tanned leather trim. Inside, plush padding cushions the 12-inch Apple MacBook in a custom-sized pocket and an additional two pockets protect and stow a hard drive, power supply or other accessories. A few files or a notebook fit easily into the center main compartment of the MacBook bag. For quick access items, an angled front pocket keeps items safe yet accessible. Waterproof zippers extend around three sides of the Zip, allowing travelers to lay the MacBook bag flat and leave contents inside and protected when going through airport security. The Zip has two nylon handles and a removable suspension shoulder strap. When closed, the Zip's sleek profile hangs lightly against the body.

### **Pricing and Availability:**

The Zip Brief is priced at \$179.00 (USD). Color/Materials: Tan waxed cotton canvas or black ballistic nylon base. Accents and trim in full-grain, vegetable-tanned, black, chocolate or grizzly leather. Bag includes two nylon handles and a detachable suspension shoulder strap. Pre-order now. Shipping begins March 31, 2015.

### **WaterField Designs:**

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

### **Zip Brief for 12-inch MacBook:**

<http://www.sfbags.com/products/zip-briefcase>

### **12-inch MacBook Bag and Case Collection:**

<http://www.sfbags.com/collections/12-macbook-sleeves-and-cases>

### **Screenshot:**

[http://cdn.shopify.com/s/files/1/0281/2796/products/GuXaDjHEoMyD7LRPXMq-1HaVMjP\\_4PrBkcUBd5szXU\\_grande.jpg?v=1425955063](http://cdn.shopify.com/s/files/1/0281/2796/products/GuXaDjHEoMyD7LRPXMq-1HaVMjP_4PrBkcUBd5szXU_grande.jpg?v=1425955063)

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WaterField Designs is an innovative San Francisco designer and manufacturer of bags and cases for tech-savvy consumers who want to stylishly and responsibly transport their technology. WaterField manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, smartphones, tablets, gaming devices and other digital gear. All products are manufactured to exacting standards entirely in San Francisco. More information at "Our Story". WaterField Designs and Zip Brief are trademarks of WaterField Designs. Other company/product names may be trademarks of their respective owners. Copyright (C) 2009-2015 WaterField Designs. All Rights Reserved. Apple, the Apple logo and MacBook are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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