

WaterField Unveils Syde MacBook Pro Touch Bar Case - A Minimalist Carry

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California based WaterField Designs today announces the new Syde Case for Apple's highly-anticipated, new MacBook Pro Touch Bar laptops. Bridging the gap between a laptop sleeve and briefcase, the lightweight, custom-fitted slim Syde carries and protects a minimalist professional's entire mobile office - laptop, accessories and essentials. The Syde combines a fitted, laptop sleeve in rugged ballistic nylon or waxed canvas with a large, full-grain leather, soft-lined compartment.

San Francisco, California - WaterField Designs today is proud to announce the new Syde Case - a custom-fitted case that bridges the gap between a laptop sleeve and briefcase - for Apple's highly-anticipated, new MacBook Pro Touch Bar laptops. The lightweight, slim Syde carries and protects a minimalist professional's entire mobile office - laptop, accessories and essentials. The Syde combines a fitted, laptop sleeve in rugged ballistic nylon or waxed canvas with a large, full-grain leather, soft-lined compartment for laptop accessories, wallet, keys and iPhone. WaterField has been designing and manufacturing laptop sleeves, bags, and cases for digital gear in its San Francisco studio since 1998, and has developed custom-fitted cases for every Apple laptop since 2001.

"These days all I usually need is my laptop and cords, iPhone and pocket basics," noted company owner, Gary Waterfield. "For the Syde, we set out to design a sophisticated and functional case that fits into any environment and that carries everything a minimalist professional like me needs. I love the laptop compartment's silent magnetic closure that lets me retrieve my laptop quietly during meetings and the ability to sling the new Syde over my shoulder or carry it with the more-formal handles."

A black ballistic or waxed canvas, neoprene-lined, laptop compartment in custom-fitted MacBook Pro Touch Bar sizes forms the basis of the light, compact Syde Case. The front sports a soft-lined, full-grain leather compartment with internal organizational pockets: pen slots including one sized for the Apple Pencil and a padded, dedicated compartment for an iPhone. Ample space in the leather compartment remains for a MacBook power brick, a wallet and keys, or for a small WaterField Gear Pouch to organize items separately. A side-to-side magnetic closure opens smoothly and silently for easy laptop access, and an open-topped back pocket stores an extra magazine or files. An external bottom loop helps ease the laptop out of its snug-fitting case. Leather handles and a removable shoulder strap allow users to carry the bag briefcase- or messenger-style.

WaterField has been crafting custom-fitted sleeves and cases for every Apple laptop since Steve Jobs first introduced the Titanium PowerBook. To accommodate users' individual needs, WaterField Designs offers additional cases with a range of functionality and protection - the minimalist Suede Jacket Sleeve, the svelte Dash Sleeve, the workhorse SleeveCase and the newly-introduced, colorful Maxwell Sleeve, each custom-fitted to individual MacBook sizes. Many WaterField Designs bags include internal sleeves to protect MacBooks in transit.

Pricing and Availability:

The Syde MacBook Case is priced at \$159 (USD). There are sizes for the 15-inch MacBook Pro Touch Bar, 13-inch MacBook Pro Touch Bar, 13-inch MacBook, MacBook 12-inch. Color options

and materials: Black ballistic nylon with full-grain leather pouch in black or grizzly leather. Tan waxed Canvas with full-grain leather pouch in grizzly. All Syde cases include a removable shoulder strap. WaterField Designs ships worldwide from its online store. The Syde Case is available now for preorder. The 13-inch sizes ship early November. The 15-inch size ships mid to late November.

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

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

Syde MacBook Pro Case:
<https://www.sfbags.com/products/syde-macbook-case>

YouTube Video (Demo):
<https://www.youtube.com/watch?v=qpjoQi6-N08>

Screenshot:
https://cdn.shopify.com/s/files/1/0281/2796/products/Syde-Canvas-Grizzly-front_grande.jpg?v=1477412439

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" on the company website. WaterField Designs, Syde Case, Maxwell Sleeve, SleeveCase, Dash Sleeve and Suede Jacket Sleeve are trademarks of WaterField Designs. Other company and product names may be trademarks of their respective owners. Copyright (C)2016. All Rights Reserved.

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