

## **WaterField Designs Announces New SleeveCase and Bags for MacBook Unibody**

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WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for consumer electronics, today announces a new, custom-fitted, protective SleeveCase for the 13.3-inch unibody MacBook. Like a bespoke suit, the WaterField SleeveCase provides a comfortable but snug fit specifically sized for Apple's newest MacBook edition. WaterField's new size 13-4 SleeveCase is compatible with the popular, recently-announced Muzetto 13" laptop bag, also from WaterField.

San Francisco, California - WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for consumer electronics, announces a new, custom-fitted, protective SleeveCase for the 13.3-inch unibody MacBook. WaterField Designs manufactures in San Francisco enabling lightning fast turnaround on cases for new devices. The new size 13-4 SleeveCase is available now for pre-order and will ship November 2, 2009. WaterField's new size 13-4 SleeveCase is compatible with the popular, recently-announced Muzetto 13" laptop bag also from WaterField.

"People spend a lot of cash on their Mac laptops, so it is important to protect them well," explained owner, Gary Waterfield. "Your case should fit snugly for optimal protection - the WaterField Designs case is an exact fit for the new unibody MacBook dimensions and it is very protective. The Muzetto, a favorite of Mad Men actor Rich Simmons, is a good choice to use with the new SleeveCase."

The SleeveCase secures and protects the 13.3-inch unibody MacBook without zippers, allowing quick access to the laptop. It combines a nearly indestructible ballistic nylon outer shell with a high-grade, 6mm neoprene interior that absorbs shock as it cradles the computer. A loop at one end lets users hold the SleeveCase while easily removing the device. Travelers passing through airport security can leave the MacBook Pro protected in the TSA friendly sleeve while it makes its way through the x-ray machine, thereby minimizing loss or damage at security checkpoints.

Inserted into WaterField's Muzetto, Cargo, Cozmo, or VertiGo bag, the SleeveCase protects the MacBook from other bag contents and can remain inside when the computer is removed. Or, one can add a strap to the sleeve and use it as stand-alone case. WaterField also offers the 13" Racer-X & HardCase laptop bags and the new 13-4 Suede Jacket Sleeve for the unibody MacBook.

### **Pricing and Availability:**

SleeveCase new size 13-4: \$39. Options include: Suspension Shoulder Strap with D-rings (\$18), Simple Shoulder Strap with D-rings (\$12), Piggyback accessory pouch (\$22). Suede Jacket Sleeve new size 13-4: \$29. Pre-order now from the WaterField Designs website. Ships November 2, 2009.

The 13-4 SleeveCase is compatible with the 13" Laptop Muzetto (\$239), Small Cargo (\$179-\$209), Small Cozmo (\$179), and Medium VertiGo (\$85). The HardCase size 13" (\$229) and the Racer-X 13" (\$169) laptop bags fit the new MacBook. All are available now.

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

SleeveCase:  
<http://www.sfbags.com/products/sleevecases/sleevecases.htm>

Muzetto:

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

<http://www.sfbags.com/products/muzetto/muzetto.htm>

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, MP3s, cell phones, gaming devices, electronic readers, and other digital gear. All products are manufactured to exacting standards in San Francisco. WaterField Designs Suede Jacket, Travel Case, Muzetto, HardCase, Cargo, Cozmo, VertiGo, Racer-X and Sling are trademarks of WaterField Designs. Copyright (C) 2009 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.

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