

Everki® goes for lightness and function: **New Backpack Studio for Commuting Professionals**

WTPM-140709EN

- **New notebook backpack for comfortable transport of a laptop and a tablet**
- **Compact, light design with lots of storage space for the items needed for your daily work**
- **Integrated corner guard system and hidden zipper compartment for the greatest possible security**
- **Backpack is available to retailers starting in mid-July**

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Braunschweig, July 9, 2014 – Whether the daily commute to work or on a business trip: Commuting professionals always have their laptop with them; and sometimes a tablet as well. Transporting the bulky devices through overfilled trains, busses, and big city crowds often becomes an early morning ordeal.

With the business backpack Studio, the US brand Everki® is offering a new solution for comfortable transport of mobile devices starting immediately. Despite its compact design, the light 1 kg backpack offers lots of storage space for everything you need for the day's work.

The main compartment of the Studio is divided into two separate, softly padded areas. They offer safe storage space for a notebook measuring up to 14.1 inches or a MacBook Pro 15 along with an iPad/Kindle/tablet. Everki's integrated corner guard system protects the edges of the valuable devices against impacts. Another zipper compartment offers numerous pockets and storage places for items like pencils and business cards. Drink bottles can be stored within easy reach in the side pockets.

The well-padded shoulder belts and an ergonomic lumbar pad ensure pleasant wearing comfort. The pass-through strap enables you to hang the backpack on a luggage cart handle on longer trips and pull it along comfortably behind you. On the inside, the strap has a hidden but easily accessible zippered stash pocket with space to conceal your passport, cash, or other valuables.

PRESS RELEASE

wentronic

The notebook backpack Studio (item no.: 90980, MSRP: 99.95€) is available for retailers starting in mid-July from Wentronic.

WTPM-140709_IMG1: The light, compact notebook backpack Studio is ideal for the daily commute to the office.

WTPM-140709_IMG2: Two large compartments offer enough space for everything you need for your daily work.

WTPM-140709_IMG3: Thanks to a pass-through strap on the back, the Studio can be fastened easily to a luggage cart handle on longer trips.

About Everki:

Everki is a California manufacturer of high-quality, stylish, and innovative lifestyle products that ensure safe transport of your digital equipment. The products combine comfort, quality, and versatility in a functional and ergonomic form – and are presented by Everki with the familiar professionalism. For further information, visit the web site at www.everki.com

About Wentronic:

Wentronic is a mid-size, family-owned company in Braunschweig. As a distributor for accessories in the area of consumer electronics, the corporate group records annual sales of more than 35 million EUR, has over 180 employees at five locations in Europe and Asia, and markets around 12,000 items from stock. Wentronic is represented internationally by a large trading network. Additional information at www.wentronic.com

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