

STANDARD PRODUCT GUIDE	
SHORT PRODUCT NAME:	15-16" Terra EcoSmart® Backpack
LONG PRODUCT NAME (Internal):	15-16" Terra EcoSmart® Backpack
LONG PRODUCT NAME (External):	Targus® 15-16" Terra EcoSmart® Backpack
CATEGORY:	Laptop Cases > Backpacks
MODEL #:	TBB649GL – Black TBB64904GL - Grey
UPC:	
PRODUCT TAGLINE	
Sustainable Utility for Life in Motion	
META DESCRIPTION (160 characters)	
The Targus® 15-16" Terra EcoSmart® Backpack (TBB649GL – Black/ TBB64904GL - Grey) delivers safety, security, and utility in a tech-friendly bag.	
SHORT COPY (25 words)	
Ultra-durable and exceptionally versatile, the 15-16" Terra EcoSmart® Backpack delivers all-day comfort in a sustainable design. It's ready for your next adventure.	
FEATURE BULLETS	
<ul style="list-style-type: none"> • Dedicated laptop compartment with security fastener • 23L main compartment with thoughtful organization • Air mesh back panel with rear hidden lumbar pocket • Adjustable and ergonomic padded shoulder straps • Quick-stash card holder on shoulder straps • Removable rain cover for weather protection • Helmet harnessing system • Expandable side pockets for water bottle or small accessories • Integrated pass-through trolley strap • Made from durable, lightweight, weather-resistant materials, including 8 recycled plastic bottles 	
PRODUCT COPY (50-100 words) for PRODUCT ANNOUNCEMENT & OVERVIEW	
<p>Turn your school or work commute into an escape. The 15-16" Terra EcoSmart® Backpack complements your professional look while allowing you to seamlessly transition to the trails on weekends. Protect your gear while you weave through crowded city streets thanks to the integrated anti-theft fasteners on primary pockets. And handle the elements and prepare for new ventures with its rain cover and secure front helmet harnessing.</p> <p>With an interior lining made using recycled materials, this bag was not only designed to protect your essentials but made to protect the environment. Durable and thoughtfully designed, this backpack ensures you can keep venturing out in style for years.</p>	
ADDITIONAL/A+ CONTENT	
Anti-Theft Protection	

Thwart would-be thefts with the savvy locking fasteners on both the laptop compartment and quick-access front pocket. Plus, enjoy the benefits of a hidden back lumbar pocket.

The Bottle Reborn

This bag was designed with the environment in mind. By using GRS-certified recycled materials, **8 plastic bottles** were kept out of our waterways and landfills, shredded into small flakes, re-polymerized into plastic chips, and heated and spun into yarn that was stitched and sewn into the fabric of this EcoSmart® bag.

Made to Travel

Packed with featured and good looks – this bag was made to travel. Revel in the multitude of pockets – inside and out. From a dedicated laptop pocket to expansive main compartment to a front stash pocket and side water bottle pockets, this bag has all the storage and organization you need. Add in the clever travel extras – like a rain cover, quick stash card holder, safety strap for a clip-on bike light – and you’ve got the perfect bag for day or night.

Hang your Helmet

Avoid wasting precious cargo space by tucking your helmet into a bag – instead, secure it to the outside using the integrated fasteners.

WARRANTY

Limited Lifetime Warranty

Legal

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