

STANDARD PRODUCT GUIDE	
SHORT PRODUCT NAME:	15–16” Classic Backpack
LONG PRODUCT NAME (Internal):	15–16” Classic Backpack
LONG PRODUCT NAME (External):	Targus® 15–16” Classic Backpack
CATEGORY:	Laptop Cases > Backpack
MODEL #:	TBB943GL (Black)
UPC:	092636364762
PRODUCT TAGLINE	
Lightweight and functional for your workday essentials	
META DESCRIPTION (160 characters)	
The Targus® 15–16” Classic Backpack (TBB943GL) features a timeless design with padded laptop protection and ample storage space while comfortably carrying your workday needs.	
SHORT COPY (25 words)	
Equipped with padded laptop protection, built-in workstation, and multiple pockets, this bag features a classic silhouette and safeguards your tech while keeping your gear organized in an easy, comfortable carry.	
FEATURE BULLETS	
<ul style="list-style-type: none"> • Dedicated, padded laptop compartment accommodates laptops up to 16” • Secondary compartment with built-in workstation and storage pockets • Two large, mesh water bottle pockets • Contoured shoulder straps with padded back panel and breathable mesh fabric for air ventilation • Reflective accents for increased visibility • Lockable zippers on main laptop compartment • Convenient carry handle • Trolley strap secures to rolling luggage • Standable design for easy loading 	
MEDIUM COPY (PRODUCT ANNOUNCEMENT) 50-100 words	
<p>Stylishly carry your workday essentials with the Targus® 15–16” Classic Backpack. Equipped with multiple pockets and ample storage, the main padded compartment safeguards your laptop from the inside, while lockable zippers help keep your gear safe from the outside. The lightweight bag features form and function with a standable design for easy loading, spacious 19L capacity, built-in workstation, and two easy-access water bottle pockets.</p> <p>This bag is made for an ultra-comfortable carry with padded, contoured shoulder straps and a padded back, while its breathable mesh fabric helps keep you cool on those long days of wear. It even has a trolley strap to slip onto your rolling luggage. Its classic silhouette is appealing to both professionals and commuters and truly makes this bag the perfect companion whether you’re on-the-go for work or leisure.</p>	
PREMIUM PRODUCT CONTENT	
LONG COPY/A+ EXTENDED VERSION	

Same as above

ADDITIONAL CONTENT

Protection From the Inside Out

A padded laptop compartment protects your tech from the inside, while lockable zippers on the main compartment help deter theft on the outside.

Stay Hydrated and Stay Organized

No need to dig to the bottom of your bag for a drink, keep your water bottles in their designated pockets, or have snacks handy in the exterior pocket for that midday lull. This bag allows easy access to your laptop and other necessities to help you make the most of your day.

WARRANTY

Limited Lifetime Warranty

Legal

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