

STANDARD PRODUCT GUIDE

SHORT PRODUCT NAME:	15–16" Work+™ Convertible Daypack
LONG PRODUCT NAME (Internal):	Targus 15–16" Work+™ Convertible Daypack
LONG PRODUCT NAME (External):	Targus 15–16" Work+™ Convertible Daypack
CATEGORY:	Backpacks
MODEL #:	TBB609GL (Black)
UPC:	092636352578
PRODUCT TAGLINE	
Wear or Carry, Whatever Your Day Requires	
META DESCRIPTION	
The Targus 15–16" Work+™ Convertible Daypack (TBB609GL) has an expandable main compartment, an exterior footwear compartment, and hideaway contoured shoulder straps which convert the backpack to a tote.	
SHORT COPY (25 WORDS)	
With an easy-to-load top opening, this sleek, expandable bag can be worn as a backpack or carried as a tote by concealing the straps.	
FEATURE BULLETS	
<ul style="list-style-type: none"> • Spacious laptop and main compartment • Main compartment expands for 33% more capacity • Converts to tote with hideaway straps • Contoured shoulder straps • Separate exterior footwear compartment • Top-loading opening with lockable zipper head and magnetic closures • Made from water-resistant materials 	
MEDIUM COPY (PRODUCT ANNOUNCEMENT)	
<p>On your back or over your shoulder, the Targus 15–16" Work+™ Convertible Daypack can be worn two ways for the professional on the go. The easy-to-load top opens up to an expandable main compartment with padded protection for your laptop. Magnetic closures and a lockable zipper head ensure its contents stay put wherever the day takes you.</p> <p>Whether you're headed for a run, a flight, or a bite to eat after the workday, pack another pair of shoes in the external compartment. Easily tuck away its contoured shoulder straps and use its integrated trolley strap to secure the bag to your luggage.</p>	
PREMIUM PRODUCT CONTENT	
LONG COPY/A+ EXTENDED VERSION	
N/A	
ADDITIONAL CONTENT	
<p>Sleek and Spacious With a quick unzip, this unique bag increases its capacity by 33% to hold your essentials and more. A change of clothes or some extra gear, this bag has room for it all.</p> <p>Quarantine Your Shoes</p>	

Hitting the gym before work or the dance floor after? Keep your spare set of shoes separated from everything else in your bag in its lined, ventilated side compartment.