

STANDARD PRODUCT GUIDE		
SHORT PRODUCT NAME:	15–16” Octave II Backpack	
LONG PRODUCT NAME (Internal):	15–16” Octave II Backpack	
LONG PRODUCT NAME (External):	Targus® 15–16” Octave II Backpack	
CATEGORY:	Laptop Cases > Backpacks	
MODEL #:	TBB637GL – Black TBB63702GL – Blue	TBB63704GL – Grey TBB63707GL – Purple
UPC:	092636361327 – Black 092636361358 – Blue	092636361334 – Grey 09263636xxxx – Purple
PRODUCT TAGLINE		
Protective and lightweight		
META DESCRIPTION		
Functional and stylish, the Targus® 15–16” Octave II Backpack (TBB637GL–Black / TBB63702GL–Blue / TBB63704GL–Grey / TBB63707GL–Purple) protects your laptop in a lightweight pack that’s great for everyday use.		
SHORT COPY (25 WORDS)		
Protect, organize, and carry your laptop and other essentials in the lightweight and stylish Targus® 15–16” Octave II Backpack.		
FEATURE BULLETS		
<ul style="list-style-type: none"> • Padded laptop pocket • Secondary compartment with built-in workstation • Padded shoulder straps and back panel • 2 water bottle pockets • 2 front stash pockets • Easy access cable pass-thru port • Reflective accents for increased visibility • Comfortable carry handle 		
MEDIUM COPY (PRODUCT ANNOUNCEMENT) 50-100 words		
<p>The Targus® 15–16” Octave II Backpack is a functional and lightweight pack with easy access pockets to stylishly carry the day’s essentials. It will protect your tech in its dedicated padded laptop pocket, while organizing your gear in its built-in workstation. Two front pockets make it easy to stash your on-the-go items like your phone, wallet, or charger, and you can keep your water or drinks handy in its two side water bottle pockets.</p> <p>Designed with padded shoulder straps and mesh back, this backpack is comfortable to carry. Its convenient cable pass-thru allows you to connect your favorite headphones or power pack (not included) to your phone or other smart device while you’re on the move. Spacious, yet lightweight, comfortable, and functional, the Octave II hits all the right notes to easily transport your laptop and necessities.</p>		
PREMIUM PRODUCT CONTENT		
LONG COPY/A+ EXTENDED VERSION		

The Targus® 15–16” Octave II Backpack helps you stylishly carry your gear in a functional and lightweight pack. Its primary padded compartment protects your laptop, while its secondary compartment keeps your essentials organized in its built-in workstation. With a convenient cable pass-thru, you can connect your favorite headphones, earphones, or power pack (not included) to your phone or other smart device while you’re on the move. This bag sports two spacious, zippered pockets perfect for your wallet, mouse, and pens, and has two external water bottle pockets to make your water or other drinks easy to access when you need to quench your thirst from a busy day on-the-go from work, school, or both.

This bag is designed with padded shoulder straps which make it comfortable to carry, and its mesh back padding allows for air flow to help keep you cool. Spacious, yet lightweight, comfortable, and functional, the Octave II hits all the right notes to easily transport your laptop and necessities.

ADDITIONAL CONTENT

Stylish and Spacious

With two front compartments and lots of room for your laptop and other essentials, this bag has pockets aplenty to help you stay organized throughout your day. A change of clothes or some extra gear, this bag has room for it all.

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 pockets for that midday lull. This bag allows easy access to your laptop and other necessities to help you make the most of your day.

External Pass-Thru Access

Stash your device inside your bag while staying connected and at-the-ready with the convenience of an external cable pass-thru. Whether they’re your earphones, a battery bank, or another favorite peripheral, keep those wires tidy using the strategically placed port and move about your day.

WARRANTY

Limited Lifetime Warranty

Legal

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