

Impax: Slipcase / Sleeves

Fall 2010

PLATFORM

User segment: Casual commuter, gamer, technology enthusiast

User scenario: In and out of their existing bag, stand-alone, this user travels and their notebook is always with them

Competitive set: Samsonite, Incase, Built, Kroo

MATERIALS/FEATURES

- Neoprene (SBR) exterior material
- Layered construction allows for a high density EVA panel for screen protection
- Shock absorbing molded bumpers



impax: spotlighted



impax: blue wash



impax: green day



impax: in the red

