

## Bobby Bizz

BRIEFCASE & BACKPACK



## The iconic Bobby backpack

Bobby  
THE BEST ANTI-THEFT BAG



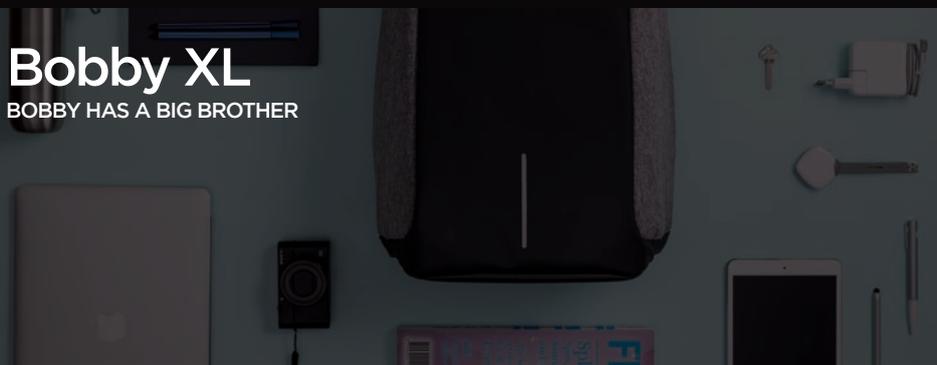
## Reviews

WHAT CUSTOMERS SAY ABOUT BOBBY



## Bobby XL

BOBBY HAS A BIG BROTHER

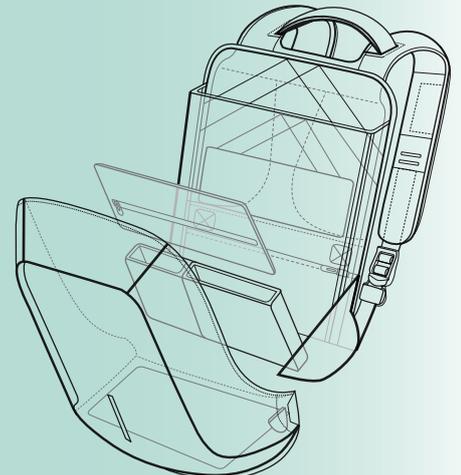


## Bobby Compact



## Anatomy

OF THE BOBBY BACKPACK



## Contact

LET'S TALK





ANTI-THEFT



WATER REPELLENT



ANTI-CUT



INTEGRATED USB-PORT



ROAD SAFETY



HIDDEN ZIPPERS



ADVANCED STORAGE SPACE



SHOCK PROOF



■ P705.542 ■ P705.541 ■ P705.544

**Bobby anti-theft backpack**

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 15.6" laptop, tablet up to 10" and all your other belongings. Registered design®

885g | 16,5 x 34 x 44 cm

Language:



# Bobby<sup>XDDDESIGN</sup>XL

THE BEST ANTI-THEFT BACKPACK FOR 17"



## Bobby has got a big brother

By popular demand we extended the Bobby Original range with a bigger version. A smart new design that can hold a 17 inch laptop without getting bulky.



enough space for your 17 inch laptop



■ P705.562 ■ P705.561

### Bobby XL anti-theft backpack 17"

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby XL anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 17" laptop, tablet up to 10" and all your other belongings. Registered design®

900 gr | 17 x 31,5 x 47 cm

Language:



Bobby Original

Bobby XL

44 cm.



47 cm.

## Multifunctional design

Make makes the Bobby Bizz the ultimate bag for business commuters is the multifunctional design. Use it as a backpack, or store away the shoulder straps, flip it 90 degrees and you have got a business briefcase.



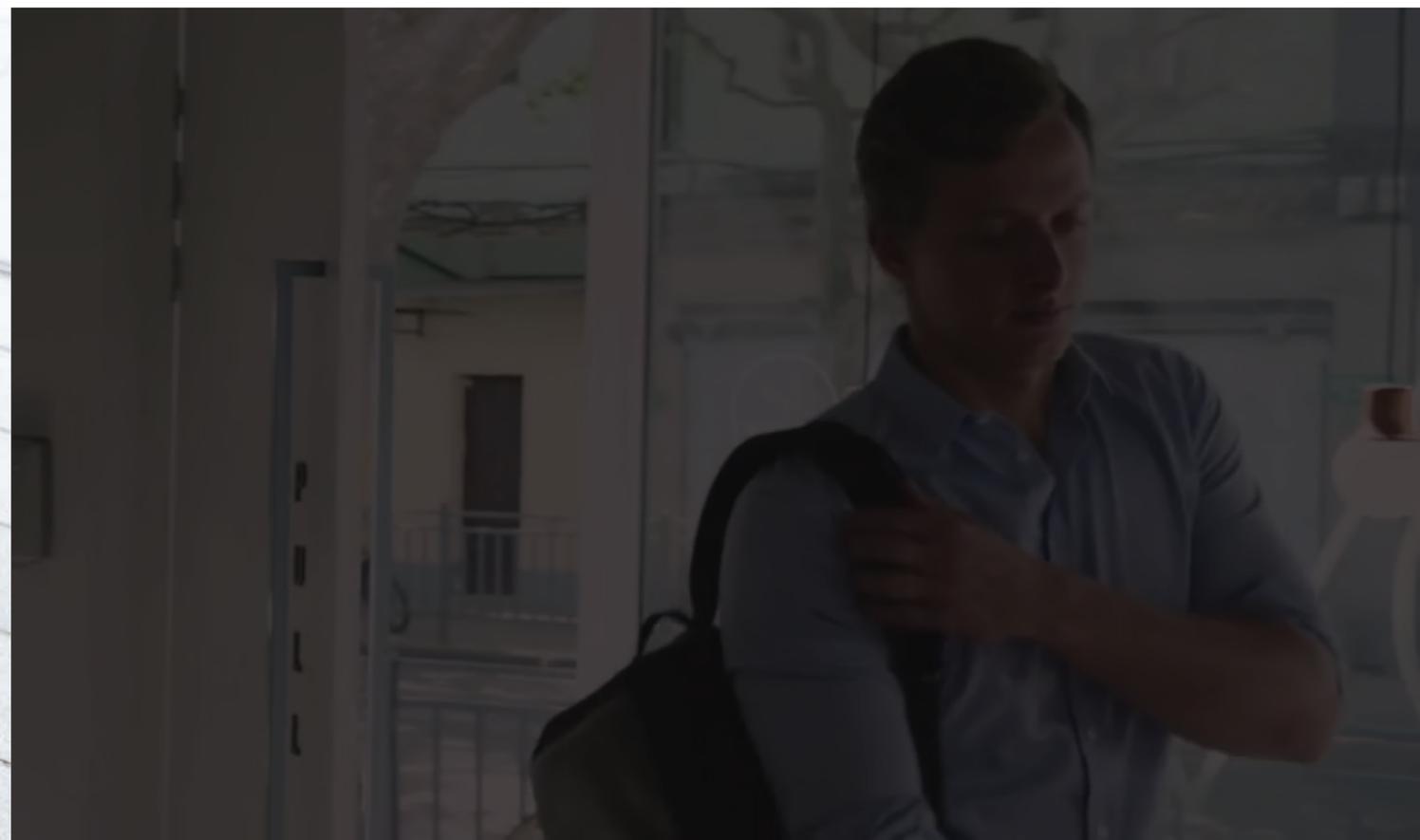
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#### Bobby Bizz anti-theft backpack & briefcase

Keep your belongings safe and make your commute all that more comfortable with our latest generation Bobby anti-theft backpack and briefcase. It's made out of high quality polyester and has reflective prints for your night safety. There are padded compartments for a 15.6" laptop, tablet up to 10" and all your other gear on the inside. The built in metal frame keeps your belongings safe and backpack in shape. Easily switch from backpack to briefcase carrying. Quickly lock your bag to any fixed object with the integrated zinc alloy lock in the right strap. Including luggage strap. Registered design®

1300g | 12 x 44,5 x 31 cm

Language:



## Mini me

A quick visit to the grocery store on your way home? Use the added mini-Bobby tote to pack all the goods. The mini Bobby comes in the same colour as your Bobby Compact backpack.



## Rainy day?

The Bobby Compact is water repellent, so it can easily hold a small drizzle. But in case of some severe showers, just pull out the intergrated rain cover.



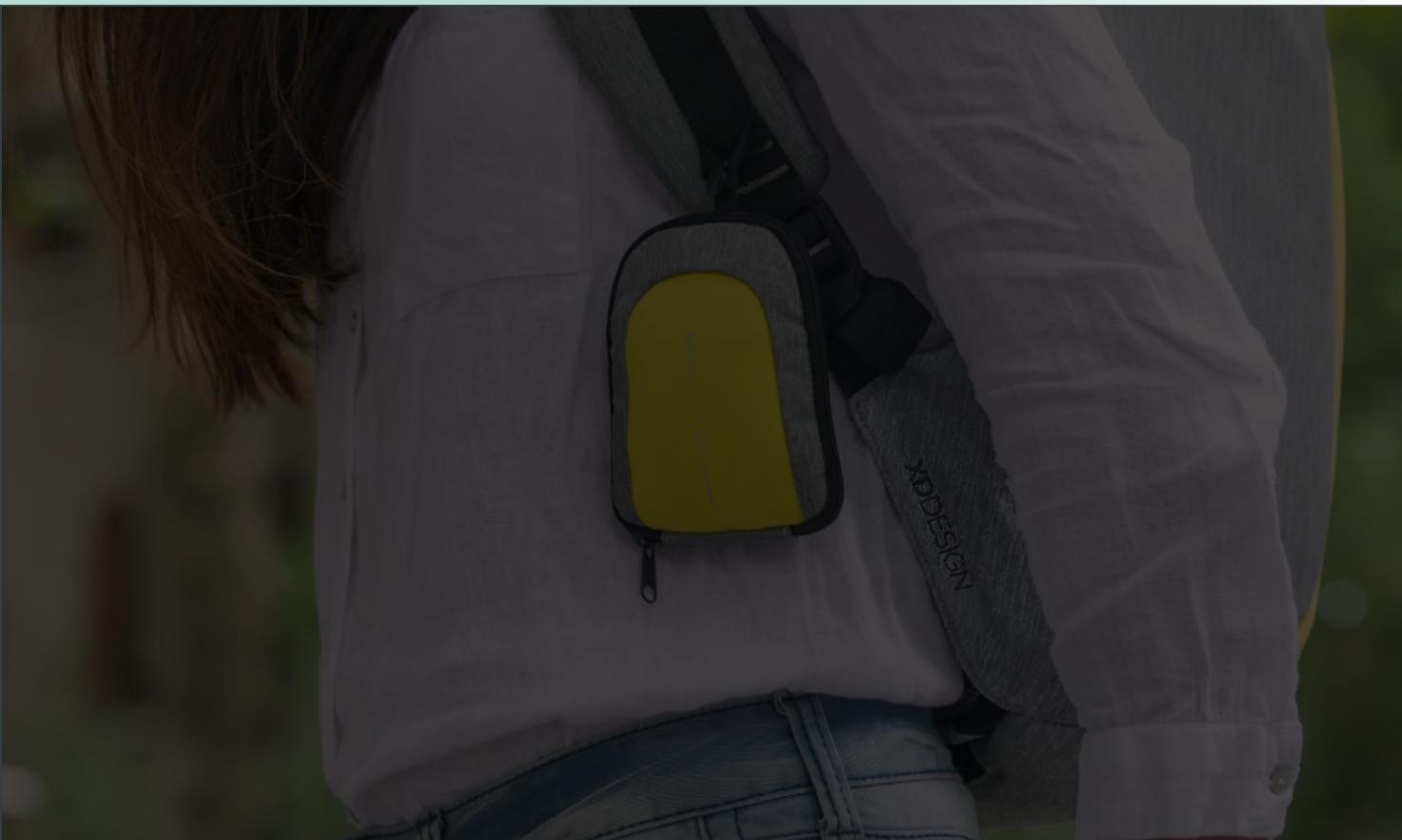
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### Bobby compact anti-theft backpack

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 14" laptop, tablet up to 9" and all your other belongings. Registered design®

820g | 16 x 29 x 40 cm

Language:

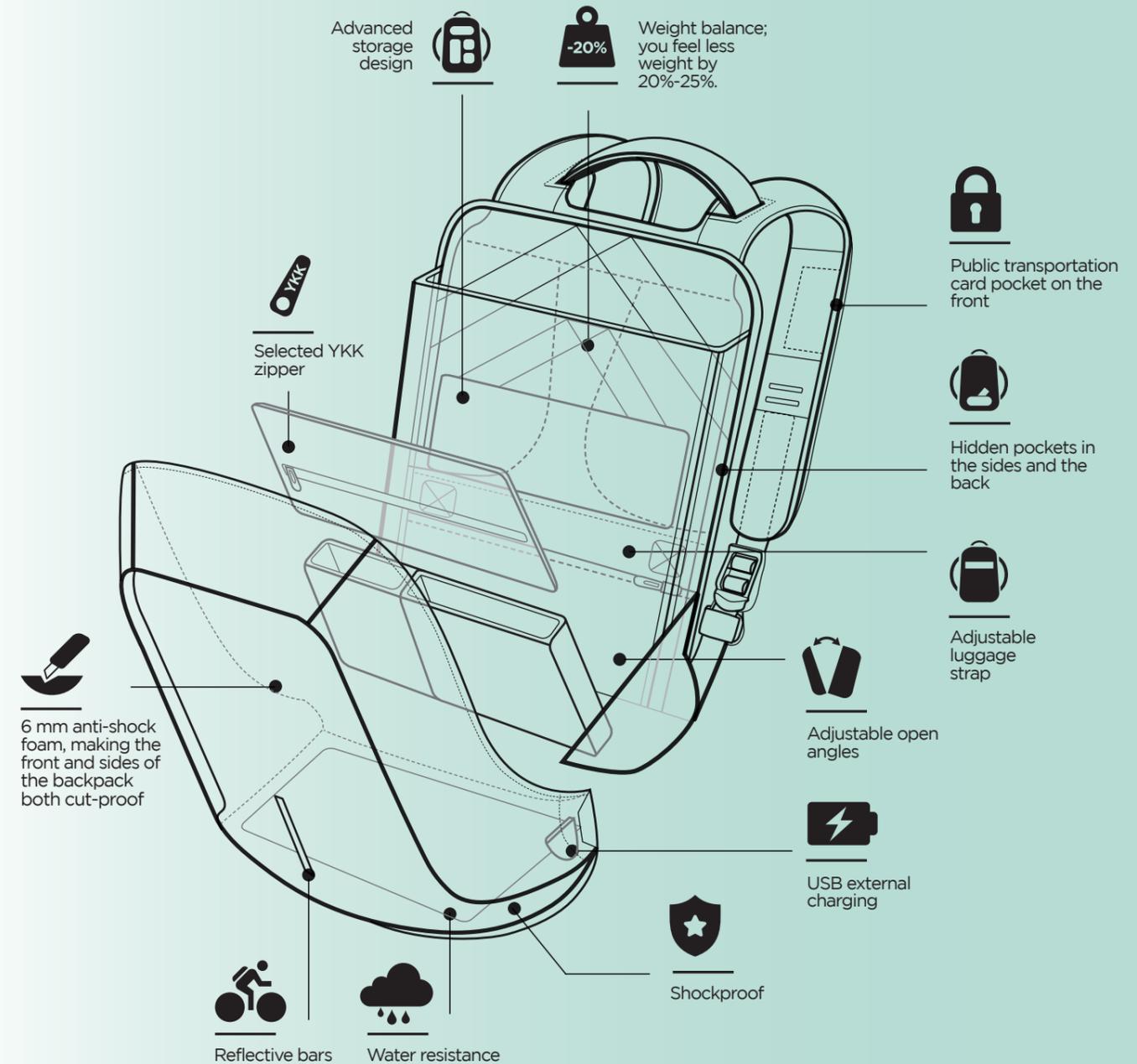


## Factsheet



Name	Bobby	Bobby XL	Bobby Compact	Bobby Bizz
Colours				
Product ID	P705.541 P705.542 P705.544	P705.561 P705.562	P705.530 P705.536 P705.534 P705.537 P705.535	P705.571
Size	16,5x34x44 cm.	17x38x47cm.	16x29x40 cm.	12x44,5x31 cm.
Weight	885 gr.	900 gr.	820 gr.	1300 gr.
Content	13 L.	15 L.	11 L.	10 L.
Style	Casual	Casual	Casual	Business
Max laptop size	15,6"	17"	14"	15,6"
Safety features	Hidden zipper Cut-proof	Hidden zipper Cut-proof	Hidden zipper Cut-proof	Hidden zipper Cut-proof Safety lock
Extra features	The original	Bigger size for 17" laptop	Rain cover mini Bobby tote	Briefcase & backpack mode

## The anatomy of the Bobby Original



**Bobby Original**

Great backpack I love the little pockets in the straps very useful for cards and in a while this backpack looks great.

**Bobby Original**

Très pratique, la qualité semble être au rendez vous. Rien a voir avec les copies qui tournent un peu partout...

**Bobby Bizz**

Ich hab den Bobby Bizz als Geschenk bestellt und bin so begeistert, dass ich ihn am liebsten behalten würde! Er sieht sehr edel aus und ich bin total verliebt in die vielseitigen Tragemöglichkeiten - als Aktentasche, Rucksack oder als Seitentasche - und in die vielen praktischen Fächern.

**Bobby Compact**

The Bobby Compact is the right one for me! It is beautiful, convenient and the colors are absolutely lovely. I like the pockets in the straps and the whole anti theft idea. I am really glad there is a smaller version of the Bobby backpack, since I am quite small. Now I can say I am a proud owner of a Bobby as well.

**Bobby Compact**

Great backpack with amazing features. Looks sleek and get many compliments on look. Very comfortable to wear and very spacious.

**Bobby Compact**

Ik heb deze Bobby tas voor mijn zoon gekocht. Ik heb zelf een Originele Bobby via Kickstarter gekocht en vind deze kleinere bobby een gelijkwaardige, misschien zelfs wel betere versie van de tas. Absolute aanrader voor iedereen met woon-werkverkeer.

**Bobby Bizz**

An incredible design backpack that every businessman should have! With your laptop or without, it is an unique backpack with so many features and SAFE!

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**What customers say about Bobby**

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**Bobby Compact**

perfect backpack for day trips in Europe. pick pockets tried a few times to get in but were defeated. Plenty of room.

**Bobby Original**

Un must have per chiunque si muova con i mezzi pubblici. Comodo, impermeabile, spallacci regolabili in meno di un secondo, traspirando e davvero leggerissimo. L'interno non è gigante ovviamente la riesce a starci tutto con qualche accortezza.

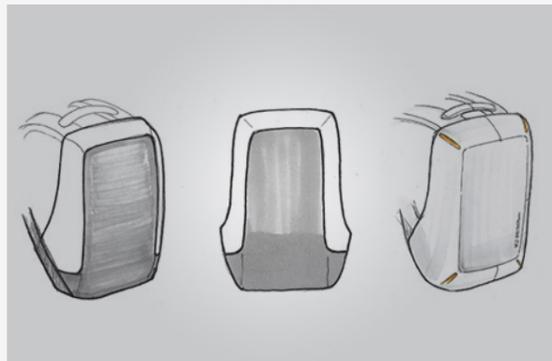
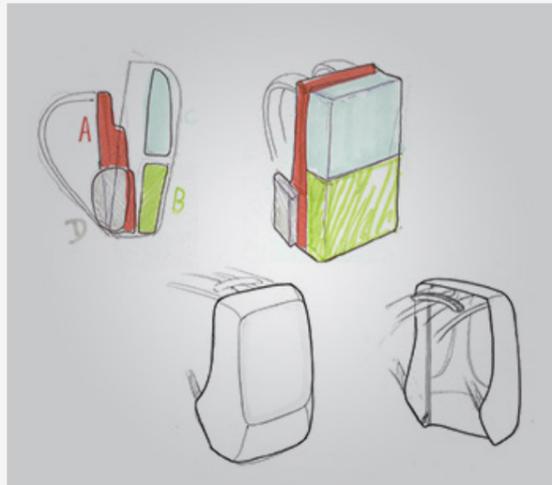
**Bobby Original**

Just arrived yesterday, 1day shipping (that was fast) i ordered before 2pm, great backpack and exactly as described. Not that much of space so not advisable for teens as their school backpack. All in all im happy with my purchase and first thing i tried is to cut it using a blade cutter and that blows my mind. It really is cut resistant!! Thanks and will surely promote this bag

**Bobby Original**

Ich habe lange nach einem Rucksack gesucht, der schick und sportlich ist, aber nicht übertrieben sportlich wie Wolfskin. Er sollte eben für die Arbeit angemessen sein und auf der anderen Seite nicht zu "corporate" wirken. Mit XD Design Rucksack bin ich richtig zufrieden! Die chinesische Alternative sieht zwar genau so aus, hat aber eine viel billigere Verarbeitung. Kann diesen Rucksack wirklich empfehlen, für die Stadt & Arbeit passt er sehr gut.





## About the designer THOMAS DROZE

Thomas was born in Paris. After studying Product design for 3 years in the West of France, he moved to Shanghai in 2011 to finish his studies. During his studies, Thomas took part in many competitions and received several awards. After receiving his Master's Degree, here in Shanghai, he joined the XD Design studio in 2014.

Thomas loves to discover how things work. He has a passion for finding challenges and solving them. He finds inspiration in the clever ideas he discovers while travelling around and his many interests. Thomas likes to create small moments of happiness by combining innovation with emotion.

While walking in Shanghai, he often saw people wearing their backpacks in the front. As this is not the intended use, he investigated further and found that people are worried of getting the content of their bag stolen in crowded places like transports. After sharing the idea with the XD Design team, we all started to work on this problem together.



## Why called Bobby?

When thinking of creating an anti-theft backpack you also end up thinking about law enforcement.

The bag should function as if it was protected by a personal police officer. Untouchable for thieves. Bobby is the well-know nickname for the London Police Force that was created in 1829, characterized by the round top policehat. London as one of the busiest commuter cities in the world, and the starting point for this Kickstarter project became the inspiration for the name.

What is more trustworthy than having the support of the policeforce on your back while traveling?

## Display

Do you want this Bobby display in your store?  
Just drop us a line for more info.



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## Contact us

Our sales team is ready to help you with inquiries and quotations, catalogue materials and general information.

We look forward to hearing from you.

DIGITALTRYKK AS  
TVERRVEGEN 32A  
6020 ÅLESUND

EMAIL: POST@DIGITAL-TRYKK.NO  
TELEFON: +47 70 14 99 75  
MOBIL: +47 926 03 409

TEKSTIL OG PROFILARTIKLER :

EMAIL: ARNFINN@DIGITAL-TRYKK.NO  
MOBIL: +47 400 91 664

[www.digital-trykk.no](http://www.digital-trykk.no)

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## Bobby with your own design!

