

The Story:

Founded in 2010, ASSERO specializes in functional convertible backpacks for active individuals. Assero's founder, Peter Brown, purchased his iPad, he realized a major draw back – unless he was sitting, it was cumbersome to use. As an avid active sports enthusiast, commuter and traveler, he wanted to create a protective, carrying solution that would serve multiple purposes. A bag to function as a desk, briefcase, cell phone holder, wallet -- a complete mobile office. And, with that ASSERO was born.

The Promise:

Meticulously designed by the former lead designer for Quicksilver and Oakley's luggage/bag division, ASSERO bags are intricately constructed to provide function and protection. Complementing the purposeful design and hand-crafted construction, unique consideration to quality fabrics and materials balance the ASSERO brand quality.

At **ASSERO**, we operate under a core set of guaranteed principles:

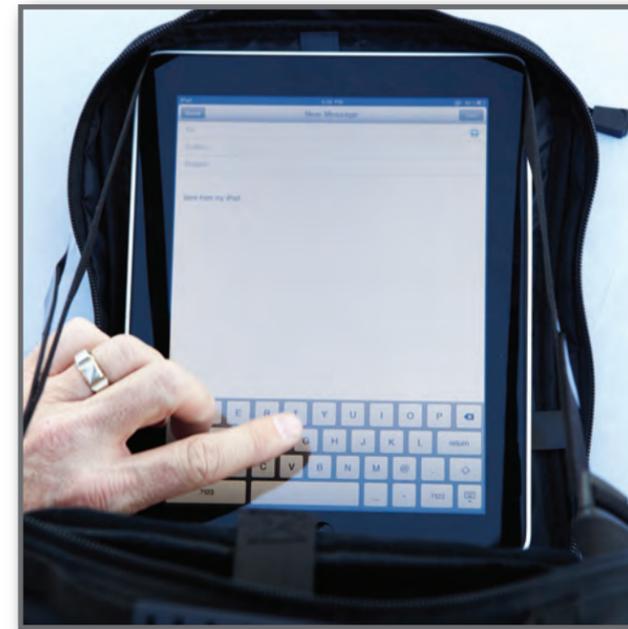
- ✓ Quality construction
- ✓ Ultimate functionality
- ✓ Complete portability
- ✓ Sustained customer satisfaction

The loyalty we have to our brand enthusiasts is something we hold sacred. Our guarantee to our customers? We will always strive to never disappoint, always exceed expectations, and hold true to our brand hallmarks.



assero[™]
INDUSTRIES

Unique 4-in-1 Convertible iPad Backpack



Accessibility,
Portability,
Protection...

The hallmarks of all ASSERO™ products.

Features:

-  4-in-1 convertible backpack
-  Wear as a backpack, briefcase, shoulder bag, or for those working in the field - forward facing allowing mobile hands free iPad use
-  Comfortable, ergonomic design allows typing with both hands
-  High-quality fabrics include breathable mesh straps and backing, soft fleece-like interior fabric for iPad/screen protection
-  Pockets for personal belongings
-  Will fit any device up to 11"



Convertible Backpack



Pockets for credit cards, pens, phone, headphone port



Microfiber interior for device protection

Created to allow easy access to all things important, ASSERO accessories provide a portable and protective way to carry your iPad. With a signature mobile desktop, and adjustable straps, ASSERO convertible backpacks allow fully functional iPad operation ... anywhere. Reinforced zippers, adjustable straps and breathable fabrics enhance comfort while detailed interiors provide functionality and soft cushioning to protect the device.

Defender - Tech-Pack

Perfect for active, technology-savvy individuals needing to securely carry and use an iPad while staying mobile, active, and hands-free. Complete with plenty of compartments for carrying your wallet, phone, charger(s), pen, notepad, credit cards, and more – this bag is the ultimate mobile office.

Features:

- 4-in-1 convertible design allows to be worn as a backpack or frontpack. Hideable straps allow to carry as a one strap shoulder bag or hide both straps and carry as a briefcase.
- Adjustable straps
- Easy latch/unlatch buckles
- Memory foam
- Breathable mesh fabric against the body
- Neoprene iPad sleeve with velcro to easily adjust the device to a comfortable location
- Soft brushed tricot fabric iPad/screen protector
- Microfiber interior flexible pockets
- Front secretarial pocket with slots for credit cards, cash, pen, phone, keys, driver's license, ski pass
- iPod pocket with head phone cord access

Wholesale: \$64.99/ea

Suggested Retail: \$129.99/ea

[Inquire About Custom Colors](#)

Protector - Slim-Pack

For those that do not require a complete mobile office solution, the Protector is the bag for you. Protector, a slimmed down version of the Defender tech-pack, boasts ASSERO's signature flexible design without all the pockets and mobile office accessories. A simple front pocket allows space for minimal accessories such as a wallet or phone.

Features:

- 2-in-1 convertible design allows wear as a back or front pack.
- Adjustable straps
- Memory foam
- Breathable mesh fabric against the body
- Neoprene iPad sleeve with velcro to easily adjust the device to a comfortable location
- Flexible as a front or back pack
- Soft brushed tricot fabric iPad/screen protector
- Front pocket for personal belongings
- Low profile: wearable under or over clothing

Wholesale: \$44.99/ea

Suggested Retail: \$89.99/ea

[Inquire About Custom Colors](#)



Adjustable strap for hands free, mobile use of iPad



Hidden pockets for chargers



Breathable mesh fabric