Intellio Briefcases // OOV - 2020



HISTORY // INSPIRATION // DESIGN

Intellio is a classic briefcase line that incorporates Leonardo Da Vinci´s principle of "SIMPLICITY IS THE ULTIMATE SOPHISTICATION" in its design, or as we like to call it "SIMPLE IS BEAUTIFUL". Although being our entry price briefcase line, we have some interesting details, like metal finish on the plastic handle grip as well as an interesting material mix, giving the case a stronger appearance.

We aimed to have a mainstream briefcase, without point of objection, without polarising details - a classic item . Intellio is an elegant and comfortable collection at a reasonable price point, with the must have functionality features. For todays businessmen.

MARKET TREND

Consumers are looking more and more for simplicity combined with functionality. Intellio is satisfying this demand by offering a sleek and elegant design with all business features below 100€ retail. The price class 80-100€ in which most of our briefcases are positioned, is growing in France (now 11% of the market in traditional dealers) and Germany (now 8% in traditionals).

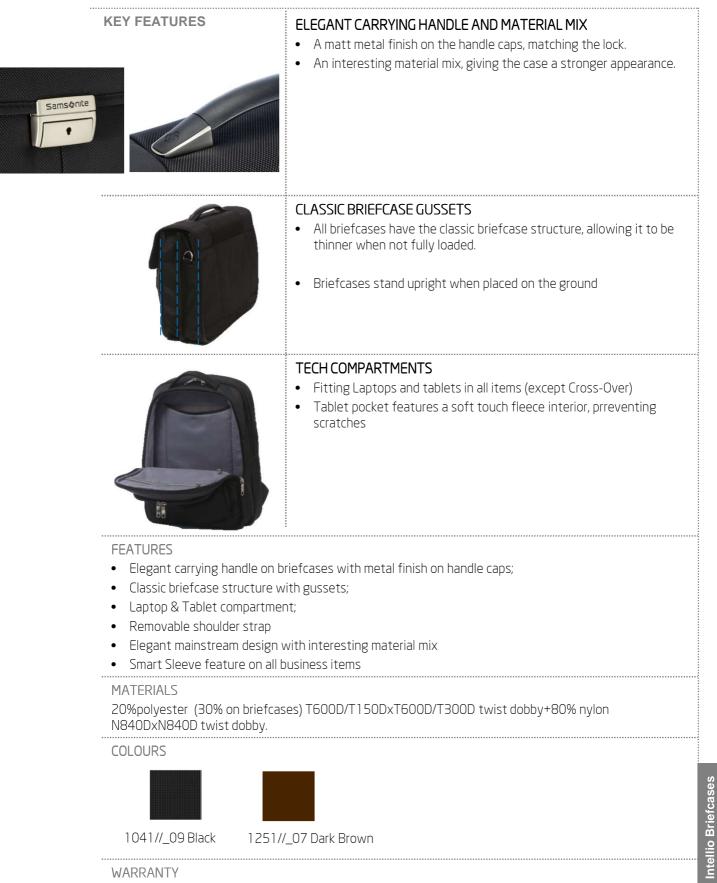
CONSUMER TARGET

A classic, formal and mainstream audience, that is looking for an a-branded briefcase at a good-value for money ratio.

USP

- Elegant mainstream design;
- Must have functionality;
- Comfortable and flexible;
- Moderate price;

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2 years global warranty

	CODE // COMMERCIAL MODEL NAME // TYPE	DIMENSIONS CM/ INCHES L x H x W	WEIGHT KG/ LBS	VOLUME LITRES/ INCHES ³	FEATURES
	00V*009 // 56328 Cross-over	21,5x26x8,5cm	0,26 kg	3,5 I	
	1 zipped main pocket 1 zipped frontpocket				
	00V*006 // 56334 Laptop Backpack 16"	33x42,5x22cm	0,78 kg	16,8 I	
	 main compartment with tablet slot and zipped pocket laptop compartment with document gusset big front pocket with organization 				16 " 38x27x04
	00V*007 // 56335 Laptop Backpack 17.3"	34x45x24cm	0,88 Kg	20,9	∰ 🖟 🏧 ∭ 🕮 🖌
	 1 main compartment with tablet slot and zipped pocket 1 laptop compartment with document gusset 1 big front pocket with organization 				17.3 " 42x28x04,5



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