

» Press release

Thule Group presenting new lines of protective laptop backpacks for students at the 2019 Consumer Electronics Show (CES) in Las Vegas, Nevada, USA, January 8-11, 2019.

Thule Group, a world leader in products that make it easy to bring the things you care for easily, securely and in style, will be showcasing new campus inspired daypacks for your personal electronics and gear. Products from both the Thule and Case Logic brand will be featured at CES on January 8-11, 2019 in Las Vegas, Nevada, USA.

Thule Group will be exhibiting two of the company's brands, **Thule** and **Case Logic**, at this year's trade show for the consumer electronics industry. New for 2019 is the Back to Campus laptop backpack collection including: Thule Chronical, Thule Narrator, Thule Achiever, and other models. Each collection has organizational solutions for students and professionals. A padded laptop compartment with SafeEdge construction and a dedicated tablet slip pocket protect go-to devices while a series of pockets provide a place to store everything, from notebooks to sunglasses.



Within the Thule booth, the Case Logic brand will also debut its respective Back to Campus lines, which include: Case Logic Commence, Case Logic Founder, and others. In addition to the Back to Campus launch, a number of other current product collections from both brands will introduce new colorways and product extensions.

CES is a global stage where next-generation innovations are introduced to the market place. Spanning more than 2.5 million net square feet (232,000 sqm) of exhibit space, CES is one of the world's largest trade shows. It attracts over 4,500 exhibiting brands and more than 180,000 attendees, canvassing several official venues throughout Las Vegas.

Thule Group will be located at Tech East, LVCC, South Hall 3, Booth 31116.

For more information please contact:

North and South America

Chris Ritchie

PR & Communications Manager

E-mail: Chris.Ritchie@thule.com

Phone: +1 617-435-2014

Europe and Rest of World

Joe McAvoy

Global PR & Social Media Manager

E-mail: Joe.McAvoy@thule.com

Phone: +46 700 20 90 49

» Press release

For more information on Thule products, visit: www.thule.com

For more information on Case Logic products, visit: www.casellogic.com

About Thule

The Thule brand was established in 1942. Under the motto *Bring your life*, Thule globally offers a wide range of premium products for active people that allows them to bring what they care most for – safely, easily and in style. Thule designs and manufactures roof racks and roof boxes, bike, water and winter sport carriers, laptop, and camera bags, sports bags and backpacks and child-related products such as baby joggers, child bike seats and bike trailers. The products are sold in more than 140 countries world-wide. Thule is the largest brand in Thule Group.

www.thule.com

About Case Logic

For over 30 years, Case Logic has developed and designed great bags and cases for handheld electronic devices. With products such as laptop bags, daypacks for school, university and work, tablet cases, laptop sleeves and camera bags, we balance performance and style for a mobile life in an urban environment. Our bags and cases are designed under the motto *Life, Simplified*. They enable people to protect and gain easy access to their favorite electronic devices and everyday gear, and to look good while carrying them around. The products are sold in more than 100 markets world-wide.

Case Logic is a part of Thule Group.

www.casellogic.com