

Carry on

A stylish laptop case can help promote a professional image when meeting with clients out of the office.

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We live in a mobile world. From phones to notebooks, to personal digital assistant (PDAs) and iPods – we have the facilities to cart our business with us wherever we go. Increasingly, SMEs are relying on this mobility to establish and maintain client contacts, making practicality just as crucial as portability.

A laptop bag is an essential addition to your mobile office – it's just a matter of working out which best suits your needs. The following list addresses all budgets and requirements:

- **The team player (\$109)**

The Trademark Universal Laptop Bag is an advanced adaptation of Targus' best-selling Universal Notebook Case. This is a specialised and superior laptop all-rounder, offering maximum protection via a lightweight design. With a fold-out workstation and printer compartment, this is a bag married to multi-function, and at an affordable price.

- **The innovator (\$125)**

As pioneers in design excellence, BuiltNY suggests a unique, thoughtful approach to contemporary design. The edgy Laptop Portfolio incorporates distinctive elements such as abrasion resistant fabric, a tough neoprene core and inbuilt bumper system. Made entirely from wetsuit material, this bag includes both a soft handle grip and shoulder strap, and stretches and moulds to accommodate a range of notebook sizes.

- **The wunderkind (\$190.95)**

New-kid-on-the-block, Aye Designs, captures image, imagination and impact in a carry-all that is both unique and forward-thinking. Teamed with the Computer Glove (RRP: \$43.95), Aye Designs' briefcase-inspired 'Scholastic' Satchel features a limited edition photographic print of urban Melbourne and is water repellent and fire retardant with auto-lock zippers and roomy compartments.

- **The hard-hitter (\$69.95)**

Belkin's SleeveTop, from their inaugural Laptop @ Home range, is a durable, washable plastic case designed for short journeys. The beauty of the SleeveTop is that you need never remove your computer from the case, creating a mobile workstation. The durable plastic shields your lap from a hot machine, comes with easy-grip handles and a guaranteed lifetime warranty.

- **The add-on (from \$29.95)**

An original member of BuiltNY's Electric range, the Electric Pocket is a neoprene and fleece home away from home for your mobile, Blackberry, PDA or iPod. It loops like a luggage identity tag on to your bag and it's rounded edges means it holds devices of most sizes. Protect your additional digital cargo with this funky and versatile must-have.



The add-on



The team player



The innovator