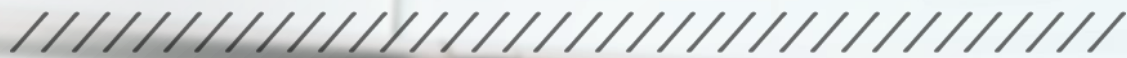


ROG RANGER GAMING BACKPACK 16

PACK SMART, PLAY WITH STYLE.





ROG RANGER GAMING BACKPACK 16

Pack smart, play with style.

ROG Ranger Gaming Backpack 16 is a modish laptop carry case embellished with futuristic cyber-text patterns and a dramatic slash that looks. Made of high-strength 1260D polyester that's resistant to scratches, water and tears; and its front is finished with smooth, water-repellent leatherette. Side-mounted collars support makes quick work of securing the included 18-liter capacity, it is ready to roll anytime you are.

OVERVIEW

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Product photo
Competitor list



ROG RANGER SERIES

The Ranger series is infused with the Republic of Gamers DNA and is designed to let gamers take their gear anywhere.

The “Ranger” name captures the design’s spirit. A Ranger is a soldier with special training and advanced marksmanship skills who serves as a protector and guardian. Inspired by this concept, the ROG Ranger guards and protects your gaming gears with its elegant yet tactical design.



TARGET AUDIENCE

Mixture of POP culture & gaming lover as well as ROG fans.



Key marketing messages

- Sophisticated ROG designs details are hidden on both inside & outside of the products.
 - Streetwear fashion with trendy outlook
 - Easy to take along and casual scenario for daily usage.

PRODUCT FEATURES

Stylish

Stylish Backpack made of 1260D high-density polyester and polyurethane (PU) to show your style and sense with a bold cyber-text pattern, dramatic slash, and it comes with sturdy shape design with roomy capacity up to 18-liter.

Cool, adjustable comfort

Extensive backrest mesh creates cooling air tunnel, plus an adjustable chest strap prevents slippage and keeps the backpack secure.

Storage Expectations & Easy-Access

Interior NB slot and wide-open round zip for easy transport of an up to 16" notebook, plus multiple interior and exterior compartments and side pockets to carry everything you need. 2 side zip-closure pockets could be expanded to put water bottle or umbrella without squeeze the shape of the bag.

Travel Friendly Design

Luggage Strap with Quick-fix design with vertical and horizontal 2 ways to use, makes it easily to secure on other travel cases. The 2 rear zip pockets to quick storage Phone and personal belongings in safe way with side-mounted collars and zip protection.

DESIGN OVERVIEW

Durable, Practical Style

ROG Ranger Backpack 16 is a modish laptop carry case embellished with futuristic cyber-text patterns and ROG looks. Made of high-strength 1260D polyester that's resistant to scratches, water and tears; and its side is finished with smooth, water-repellent leatherette PU leather

Water-repellent surface
Made from high density PU coating with
1260D polyester

ROG-engraved zipper pull tab

ROG slash
Republic of Gamers Pattern on Zip

Cybertext accent



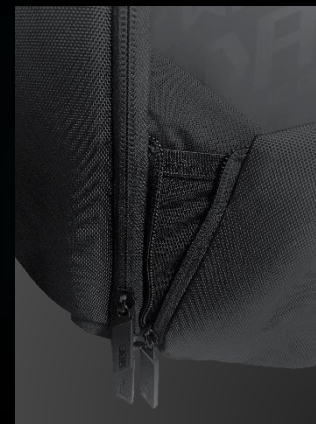
SIDE SUPPORT

Cool, Adjustable and Secure Comfort

Zip closure side pockets to make the body slim and neat and tidy, expanding the side space whenever you want.

Side-mounted collars

Expandable Pockets with
Lycra fabric support

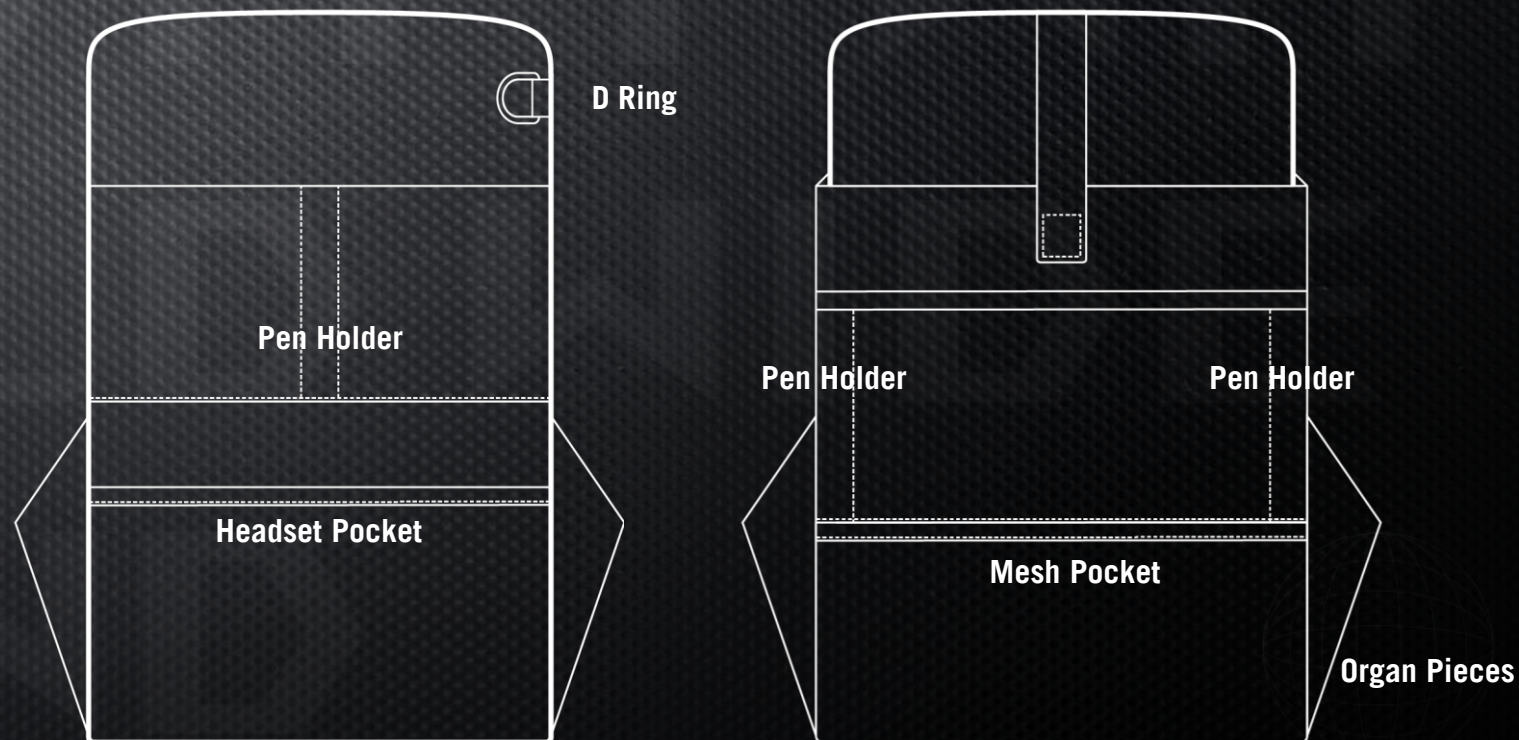


INNER LAYOUT

Expand Your Storage Expectations

Offer 18-liter storage capacity and great flexibility. Along with a large, padded pouch that accommodates up to a 16-inch laptop there are 6 interior pockets for snug transport of everything from a mouse and headset to keys, pens and a power bank.

*Laptop could fit up to 16 ROG Strix Scar G634 (2023)



Laptop compartment

Inner compartment : for headset/ ROG Ally, Adapter/ Mouse, Tablet, Switch, Powerbank, cable, pen slot

Exterior Pocket 5 x pocket:

Rear top zip pocket Rear size hidden pocket 2 Side expandable pockets Front zip pockets

REAR FUNCTION

Designed for Daily Convenience

Adjustable padded shoulder straps easily couple with a chest strap to ensure a perfect and secure fit.

With a back support formed from designed memory foam, and side-mounted collars limit wiggles and wobbles as you walk.

The 2 rear zip pockets to quick storage Phone and personal belongings in safe way with side-mounted collars and zip protection.

Top Pocket for Phone

Reinforced handle

Hidden Pocket for personal belongings

Reflective loops

Sternum Strap

Luggage Strap



Horizontal



REAR FUNCTION

Designed for Daily Convenience

Luggage Strap with Quick-fix design with vertical and horizontal 2 ways to use, makes it easily to secure on other travel cases. This could add another layer of everyday convenience.

SPEC TABLE

MKT NAME	ROG Ranger Gaming Backpack 16
First lot Date	2024.Jan
In pre-config option	No, only Standalone
Size	Fit up to ROG 16" example : G614/ G634 Approx. 18 liters
Pocket	Laptop compartment Inner compartment : for headset/ ROG Ally, Adapter/ Mouse, Tablet, Switch, Powerbank, cable, pen slot Exterior Pocket 5 x pocket: Rear top zip pocket Rear size hidden pocket 2 Side expandable pockets Front zip pockets
Package Content	Desiccant, Tag Card, Bag, CPE Handle Bag
PN#	90XB0920-BBP000/BP2501 ROG RANGER BACKPACK/16//BK/S/10 IN 1 90XB0920-BBP010/BP2501 ROG RANGER BACKPACK/16//BK/5 IN 1
Dimension (L*W*H) mm	44 x 31 x 17 cm
NB Compartment	35.4 x 26.4 x 2.26 ~ 3.04 cm
Materials	Exterior: 1260D polyester polyester, PU leather Interior Lining: 150D polyester
Weight	1.1kg

APPENDIX



GEN. COMPARISON

2018-2023

ROG RANGER BP2500 GAMING BACKPACK



Feature

- Snap Fidlock buckle with Flap
- Side-mounted collars to support when carry on and go
- Wide open (180 degree)
- To Stand, shell design
- Cybertext Pattern
- Weight : 1.4kg

2024-2027

ROG RANGER GAMING BACKPACK 16

Size : 20% Smaller, Slim, Lighter



Feature

- Cancel the Snap buckle with Flap pocket, Add 2 side pockets
- Side-mounted collars to support when carry on and go
- Wide open(180 degree)
- To Stand, shell design
- Cybertext Pattern
- Weight : 1.1kg

COMPETITOR INFORMATION



Model Name	ROG Ranger Gaming Backpack 16	RAZER ROGUE 16 BACKPACK V3	Razer Scout 15 Backpack
Photo			
Size	16	16	16
Price (USD)	USD 99	USD 99.99	US 99.99
Feature & Key Design	<p>Abrasion-Resistant & Water-resistant</p> <p>2 side pockets</p> <p>Side-mounted collars to support Wide open(180 degree)</p> <p>To Stand, shell design</p> <p>Cybertext Pattern</p> <p>Dedicated Slot for Laptops up to 16"</p>	<p>Abrasion-Resistant and Anti-Wrinkle Polyester Exterior</p> <p>Protective Interior With Spacious Compartments</p> <p>Dedicated Slot for Laptops up to 16"</p>	<p>Lightweight water and abrasion-resistant build</p> <p>Protective interior with separate compartments</p> <p>Dedicated padded slot for laptops up to 16"</p>
Materials	<p>Exterior: 1260D polyester</p> <p>PU leather</p> <p>Interior Lining: 150D polyester</p>	<p>Tear- and water-resistant exterior</p> <p>TPU padded scratch proof interior</p>	<p>Capacity: Approx. 28.25L</p> <p>Zippered secondary compartments</p> <p>210D polyester fabric</p>
Weight	1.1kg	0.84kg	0.74kg
Warranty	<p>Depends on region</p> <p>EU/ACC: 2 years</p> <p>APAC/ TW: 1 year</p>	DOA	DOA
Environmental Certification	SVHC/REACH/RoHS/DoC (EU)	N/A	PFOS/ REACH /RoHS

THANK YOU

