

Paul June
Mobile Edge
(714) 399-1400
pj@mobileedge.com

FOR IMMEDIATE RELEASE



FOR LASTING IMPRESSIONS, QUALITY BAGS & TOTES FROM MOBILE EDGE ARE ALWAYS A GREAT CHOICE

High Quality, Broad Appeal Premium Items Help Stretch Advertiser Dollars

ANAHEIM, CA (August 9, 2021)—Bags and totes have always been highly desirable promotional products—ranking at or near the top of most consumer lists—plus they’re effective. With some 5,700 impressions expected throughout their lifetimes, the Advertising Specialty Institute (ASI) estimates that branded bags are seen by more eyeballs than any other promotional item.

With premium dollars tight as consumers and companies face continued uncertainty around the pandemic, lockdowns, and vaccines, Mobile Edge’s [Urban Laptop Tote](#), [Charcoal Metro Duffel](#), and the lineup of [Express Backpacks 2.0](#) are just what advertisers need to stretch their advertising dollars.

“Totes and backpacks are a relatively inexpensive way for advertisers to get their message out to a wider audience and keep it there,” explains Paul June, VP of Marketing for Mobile Edge, the Anaheim-based, award-winning manufacturer of protective laptop and gaming console cases, backpacks, and accessories for professionals, students, and gamers. “These products are high quality and enjoy broad appeal, so people tend to hold onto them and use them, which means your imprint gets seen by more people over a longer period of time.”

Offering the convenience of a purse, travel bag, briefcase, and book bag all-in-one, Mobile Edge’s [Urban Laptop Tote](#) is easy to carry and constructed from a lightweight, durable charcoal-colored cotton canvas. The tote also features separate padded pockets for a laptop and tablet, and workstation storage for pens, a smartphone, flash drives, and other accessories.

The versatile and environmentally-friendly [Charcoal Metro Duffel](#) is perfectly sized for the gym, an overnight trip, or a weekend getaway. It’s constructed of a rugged, lightweight charcoal cotton canvas with contrasting black vegan leather trim, and features a separate, zippered shoe/dry compartment to keep wet items away from the rest of your gear.

Popular with students and young professionals, Mobile Edge’s roomy [Express Backpack 2.0](#) is ideal for carrying laptops up to 16 inches with space to spare for books, files, and accessories, as well as an integrated tablet pocket. It’s available in seven colors.

Custom Imprint Orders

For premium products customers, Mobile Edge manages the entire project, which makes the process quick and easy. Generally, the time between the first conversation about an order and the product being in the client’s hands takes less than 45 days. Standard production is estimated at 10 working days after purchase

order and art approval, and since Mobile Edge keeps the client's additional logo stock on hand for quick replenishment, reorders can be completed in as fast as 48 hours, depending on volume.

Mobile Edge offers a wide range of imprint options for adding a company, organization, school, or team logo to our products, including custom patches (molded 3D and digital print available) and 5,000-stitch embroidered decorations.

For [additional details](#), to get a quote, or to learn about our special offers, contact our team of premium product specialists at **(714) 399-1417** or by email at premiums@mobileedge.com.

About Mobile Edge

Founded in 2002, Anaheim-based Mobile Edge produces award-winning durable and protective laptop cases, messenger bags, backpacks, totes, and more for [business professionals](#), [road warriors](#), [students](#), and [gamers](#). Mobile Edge is known for its innovative and stylish designs, superior-quality, lifetime warranty, and commitment to customer satisfaction. Many leading computer manufacturers rely on Mobile Edge to design and build custom cases for their products.

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