



# Trend Alert: Why Laptop Backpacks Will Supercharge Your Sales

**Get ready for the latest trend in tech: laptop backpacks.** They make terrific pitches for tech-savvy clients, but first you need to know how to sell them. We're making it easy by sharing their top five selling points along with product recommendations that will power-up your profit margins.



## Selling Point #1: Tech is on the rise

How many tech accessories do you have in your home? A smartphone, a laptop – perhaps a tablet or a home computer? It should come as no surprise that tech is booming in popularity, making **laptops and laptop accessories necessities**. This sector is only going to continue to grow, so get on top of the trend now by pitching tech-ready promos to your clients.

There were a reported **4.39 billion** internet users in January

2019, **an increase of 366 million (9%)** versus January 2018, per research by Hootsuite.



## Selling Point #2: Sell without being a tech expert

**Don't let fear of the unknown keep you from closing sales.** Even if you're not a tech expert, you can pitch these popular accessories. They're not tech products themselves, but are designed to safely store and transport tech (laptops, to be exact). If you've pitched a bag or a backpack before, you'll be able to **sell these trending products and explain their benefits**, no master's in technology necessary.



## Selling Point #3: Affordable price point

While these products have a **high-end look and feel**, your clients will be pleased to learn they're **super affordable**. If you have accounts that want to jump on the tech trend but thought it was out of their budget, steer them toward laptop backpacks. With their **high perceived value** yet surprisingly **reasonable price point**, these tech accessories provide the best of both worlds.



## Selling Point #4: Sleek, contemporary design

If you're pitching trending tech products, having a modern, clean-cut design is a must. **Bulky laptop bags of the past just won't cut**

**it for today's audience**, and they're no longer necessary, with thinner, more streamlined laptops. You can provide your clients with safe and secure backpacks and sleek style thanks to the latest developments in design and function. These promos look good and **will make your client's company look good too.**



## Selling Point #5: Reusable and useful

Did you know **utility is the second biggest reason why end-users hold on to promo products**, per the Counselor 2019 Global Ad Impressions Study? While end-users will appreciate the usefulness of laptop bags, your clients will even more – every time recipients load up their laptops, they'll get a daily dose of your client's brand. Highlight how reusability means **greater visibility, lowering their cost-per-impression** exponentially.



## Selling Point #6: Create brand ambassadors

The best way to get end-users to display your client's brand? **Give them promos they'll actually want to use.** Laptop backpacks are a great way to organically create brand ambassadors, as they're impressive products that recipients will want to show off. **Decorate them with eye-catching graphics** and end-users will be proud to show they're associated with your client's company.

# Start Selling With the Best Laptop Backpacks

**15.6 " Laptop Backpack**



**15.6 " Laptop Backpack**



ESP Top  
Seller

(#KB9010)

**In Premium Melange Gray**

Designed for today's modern fast-paced lifestyle, this laptop backpack is perfect for the tech fan on the go.



◀ prev

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ESP Top  
Seller

(#KB9005)

**In Premium Melange Gray**

Lightweight, comfortable, elegant and durable; with this laptop backpack, you really can have it all.



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## 17" Laptop Backpack

ESP Top  
Seller

(#KB9008)

**In Melange Dark Gray**

Made from safety standard-tested materials, you can feel confident pitching this high-end,

## 15.6" Anti-Theft Laptop Backpack

ESP Top  
Seller

NEW for  
2019

high-quality promo.



**(#KB9013)**

**In Premium Melange Gray**

Prevent theft with this laptop backpack, featuring concealed zippered main compartment access on the back.



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## 15.6" Laptop Backpack

ESP Top  
Seller

NEW for  
2019

**(#KB9015)**

**In Premium Melange Gray or Black**

Whether it's used for business travel, weekend

## 15.6" RFID-Safe Laptop Backpack

ESP Top  
Seller

NEW for  
2019

**(#KB9016)**

**In Premium Melange Gray**

getaways or cruising around campus, end-users will be proud to wear this stylish laptop backpack.

Recipients can put their IDs and credit cards in this laptop backpack's RFID-blocking pocket to keep confidential information secure.



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