



BOBBY URBAN
ANTI-THEFT BACKPACK



BOBBY BIZZ
BACKPACK &
BRIEFCASE



BOBBY URBAN LITE
ANTI-THEFT BACKPACK



BOBBY COMPACT
CAMOUFLAGE & ZEBRA
ANTI-THEFT BACKPACK



OUR STORY



XDDESIGN
BRIGHTER DAYS



FAN PICS

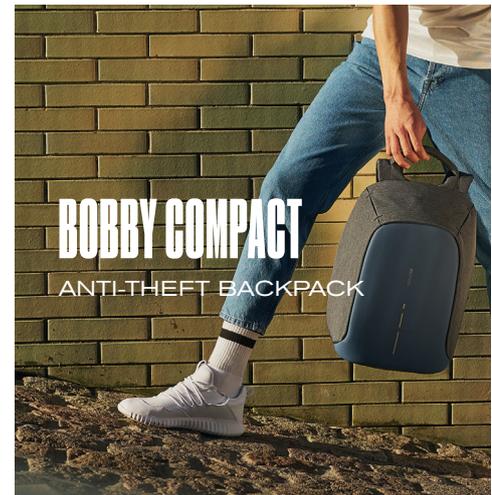


REVIEWS

WHAT CUSTOMERS SAY
ABOUT BOBBY



BOBBY ORIGINAL
ANTI-THEFT BACKPACK



BOBBY COMPACT
ANTI-THEFT BACKPACK



ANATOMY

OF THE BOBBY
BACKPACK



BOBBY XL
BOBBY HAS A BIG
BROTHER



CONTACT
LETS TALK

BOBBY ORIGINAL

ANTI-THEFT BACKPACK





ANTI-THEFT



ROAD SAFETY



WATER REPELLENT



HIDDEN ZIPPERS



ANTI-CUT



ADVANCED STORAGE SPACE



INTEGRATED USB-PORT



SHOCK PROOF



■ P705.542 ■ P705.541 ■ P705.544

Bobby anti-theft backpack

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 15.6" laptop, tablet up to 10" and all your other belongings. Registered design®



885g | 16,5 x 34 x 44 cm

BOBBY XL

THE BEST ANTI-THEFT BACKPACK FOR 17"



BOBBY HAS GOT A BIG BROTHER

By popular demand we extended the Bobby Original range with a bigger version. A smart new design that can hold a 17 inch laptop without getting bulky.



“enough space
for your 17
inch laptop”



■ P705.562 ■ P705.561

Bobby XL anti-theft backpack 17”

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby XL anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 17” laptop, tablet up to 10” and all your other belongings. Registered design®

900 gr | 17 x 31,5 x 47 cm

HOME

BOBBY
ORIGINAL

BOBBY XL

BOBBY BIZZ

BOBBY COMPACT

BOBBY COMPACT
CAMO & ZEBRA

BOBBY BIZZ

BACKPACK & BRIEFCASE



XDDESIGN
BRIGHTER DAYS

MULTIFUNCTIONAL DESIGN

Makes the Bobby Bizz the ultimate bag for business commuters is the multifunctional design. Use it as a backpack, or store away the shoulder straps, flip it 90 degrees and you have got a business briefcase.



■ P705.571

Bobby Bizz anti-theft backpack & briefcase

Keep your belongings safe and make your commute all that more comfortable with our latest generation Bobby anti-theft backpack and briefcase. It's made out of high quality polyester and has reflective prints for your night safety. There are padded compartments for a 15.6" laptop, tablet up to 10" and all your other gear on the inside. The built in metal frame keeps your belongings safe and backpack in shape. Easily switch from backpack to briefcase carrying. Quickly lock your bag to any fixed object with the integrated zinc alloy lock in the right strap. Including luggage strap. Registered design®



WITH INTEGRATED LOCK



STORE AWAY SHOULDER STRAPS



1300g | 12 x 44,5 x 31 cm

HOME

BOBBY
ORIGINAL

BOBBY XL

BOBBY BIZZ

BOBBY
COMPACT

BOBBY COMPACT
CAMO & ZEBRA

BOBBY COMPACT

ANTI-THEFT BACKPACK



XDDESIGN
BRIGHTER DAYS

MINI ME

A quick visit to the grocery store on your way home? Use the added mini-Bobby tote to pack all the goods. The mini Bobby comes in the same colour as your Bobby Compact backpack.



RAINY DAY

The Bobby Compact is water repellent, so it can easily hold a small drizzle. But in case of some severe showers, just pull out the intergrated rain cover.



■ P705.530
 ■ P705.534
 ■ P705.535
 ■ P705.536
 ■ P705.537

Bobby compact anti-theft backpack

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 14" laptop, tablet up to 9" and all your other belongings. Registered design®



820g | 16 x 29 x 40 cm

BOBBY COMPACT

ANTI-THEFT BACKPACK
CAMOUFLAGE & ZEBRA EDITION



XDDESIGN
BRIGHTER DAYS

LIMITED EDITION



□ P705.651 ■ P705.655 ■ P705.657

Bobby compact camouflage & zebra editions

Every day 400.000 pick pocket incidents occur worldwide. Never worry about this happening to you with this Bobby anti-theft backpack! It's made out of high quality polyester and has reflective prints for your night safety. On the outside it has many hidden pockets for easy commuting. While on the inside there are padded compartments for a 14" laptop, tablet up to 9" and all your other belongings. Registered design®

820g | 30 x 40 x 16 cm

BOBBY URBAN

ANTI-THEFT BACKPACK



XDDESIGN
BRIGHTER DAYS



■ P705.642

Bobby Urban anti-theft cut-proof backpack

The Bobby Urban anti-theft cut-proof backpack is your safest travel companion yet. It's made of high quality anti-cut fabric and the main compartment can be completely locked with the steel reinforced combination lock. This function can also be used to lock the bag around a fixed object. There are hidden pockets on the backside and in the shoulder strap for cards, with RFID protection. The bag comes with a side water bottle pocket and detachable elastic net for your sports equipment. While on the inside there are padded compartments for a 15.6" laptop, tablet up to 12.9" and mesh pockets for your other belongings. Registered design®



1000g | 42 x 47 x 15 cm

BOBBY URBAN LITE

ANTI-THEFT BACKPACK



XDDESIGN
BRIGHTER DAYS

URBAN VS. URBAN LITE

The material used for the Bobby Urban Lite is different from the Bobby Urban as launched on Kickstarter, which has the stronger anti-cut UHMWPE material.



■ P705.501 ■ P705.502

Bobby Urban Lite, anti-theft backpack

The Bobby Urban Lite anti-theft backpack is the perfect travel companion. The backpack can be completely closed by rolling up the main compartment and locking it with the steel reinforced combination lock. This function can also be used to lock the bag around a fixed object. There are hidden pockets on the backside and in the shoulder strap for cards, with RFID protection. The bag comes with a side water bottle pocket and detachable elastic net for your sports equipment. While on the inside there are padded compartments for a 15.6" laptop, tablet up to 12.9" and mesh pockets for your other belongings. Registered design®

1000g | 42 x 47 x 15 cm

HOME

BOBBY
ORIGINAL

BOBBY XL

BOBBY BIZZ

BOBBY
COMPACTBOBBY COMPACT
CAMO & ZEBRA

FACTSHEET



NAME

Bobby

COLOURS



PRODUCT ID

P705.541 P705.542 P705.544

SIZE

16,5x34x44 cm.

WEIGHT

885 gr.

CONTENT

13L

STYLE

Casual

MAX LAPTOP SIZE

15,6"

SAFETY FEATURES

Hidden zipper
Cut-proof

EXTRA FEATURES

The original



NAME

Bobby XL

COLOURS



PRODUCT ID

P705.561 P705.562

SIZE

17x38x47 cm.

WEIGHT

900 gr.

CONTENT

15L

STYLE

Casual

MAX LAPTOP SIZE

17"

SAFETY FEATURES

Hidden zipper
Cut-proof

EXTRA FEATURES

Bigger size for 17" laptop



NAME

Bobby Bizz

COLOURS



PRODUCT ID

P705.571

SIZE

12x44,5x31 cm.

WEIGHT

1300 gr.

CONTENT

10L

STYLE

Business

MAX LAPTOP SIZE

15,6"

SAFETY FEATURES

Hidden zipper
Cut-proof, Safety look

EXTRA FEATURES

Briefcase & backpack mode



NAME

Bobby Compact

COLOURS



PRODUCT ID

P705.530 P705.534 P705.535
P705.536 P705.537

SIZE

16x29x40 cm.

WEIGHT / CONTENT

820 gr. / 11L

STYLE

Casual

MAX LAPTOP SIZE

14"

SAFETY FEATURES

Hidden zipper
Cut-proof

EXTRA FEATURES

Rain cover mini Bobby tote



NEW

NAME

Bobby compact Camouflage & Zebra

COLOURS



PRODUCT ID

P705.651 P705.655 P705.657

SIZE

30x40x16 cm.

WEIGHT

820 gr.

CONTENT

11L

STYLE

Casual

MAX LAPTOP SIZE

14"

SAFETY FEATURES

Hidden zipper
Cut-proof

EXTRA FEATURES

Shock-proof compartments



NEW

NAME

Bobby Urban

COLOURS



PRODUCT ID

P705.642

SIZE

42 x 47 x 15 cm

WEIGHT

1000 gr.

CONTENT

22L

STYLE

Casual

MAX LAPTOP SIZE

15,6"

SAFETY FEATURES

Cut proof material
Steel enforced lock

EXTRA FEATURES

Large capacity (up to 27 liters)



NEW

NAME

Bobby Urban lite

COLOURS



PRODUCT ID

P705.501 P705.502 P705.505

SIZE

42 x 47 x 15 cm

WEIGHT

1000 gr.

CONTENT

22L

STYLE

Casual

MAX LAPTOP SIZE

15,6"

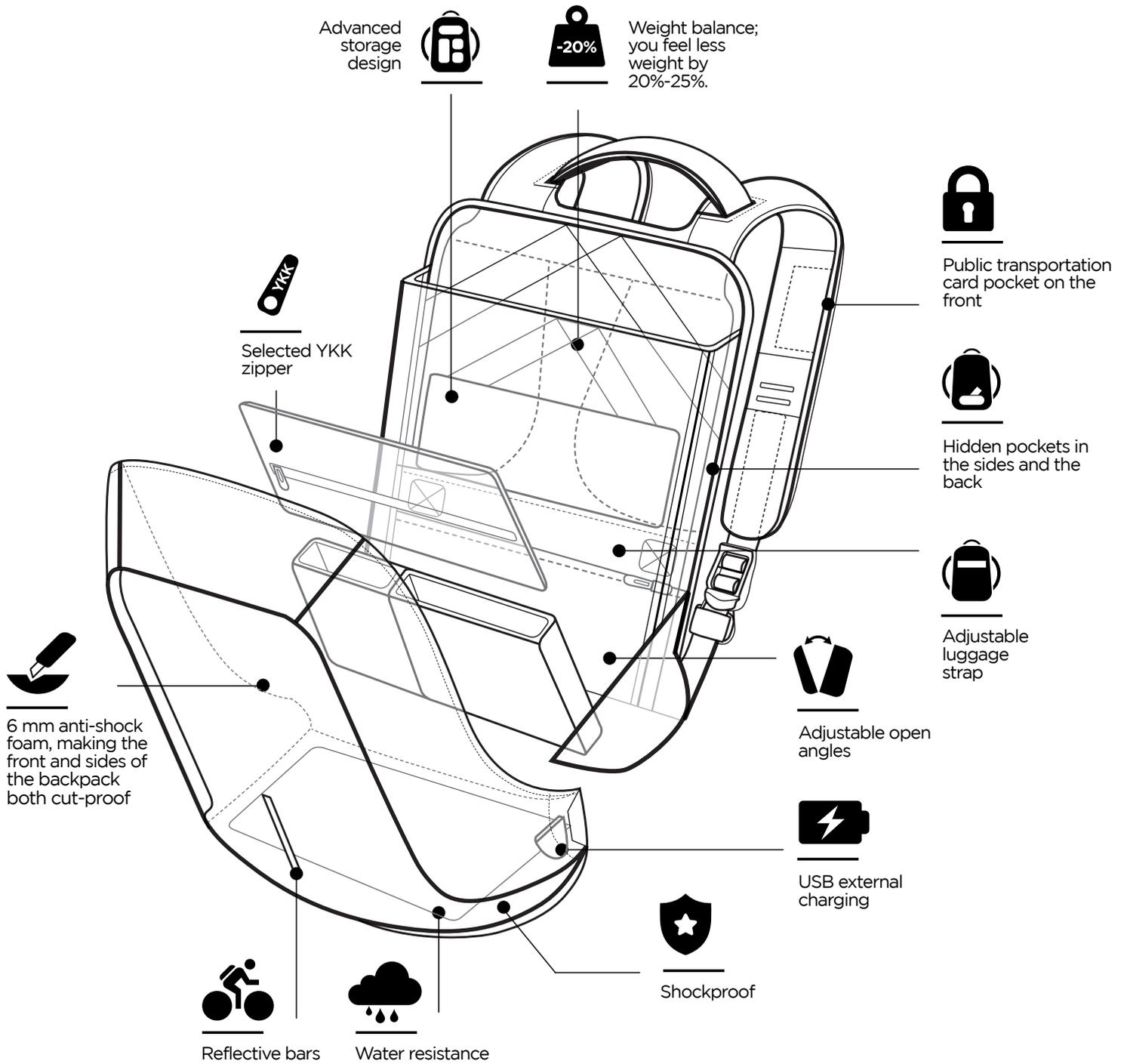
SAFETY FEATURES

Steel enforced lock
Hidden Pockets

EXTRA FEATURES

Large capacity (up to 27 liters)

THE ANATOMY OF THE BOBBY ORIGINAL



Bobby Original



“ Got my Bobby Original for a year and took it around daily since that, never had any problem with it ”

“ Excellent Backpack! Only have it for a few days and so far it's the best one i ever had. Simple and functional. Recommend! ”

“ Un sac Bobby très qualitatif et résistant Envoi rapide et soigné ! Parfait ! ”

“ Article commandé un mardi à 12h et reçu 48h plus tard, le jeudi. Mon Bobby est à la hauteur de mes attentes : conforme aux vidéos et descriptifs du site, belle ergonomie pour le dos et design élégant. Attention ce n'est pas un sac à dos classique, ses caractéristiques techniques font que malgré sa taille "visuelle" le volume intérieur est un peu plus restreint. Les poches et compartiments internes permettent une bonne organisation et répartition des effets personnels. ”



Bobby XL



“ After much consideration, I ordered the Bobby XL to accommodate my 17" work laptop. I have been using it for a month now and I have no negative comments about it. Living in London, knowing that the contents in my bag are safe feels good as I ride on packed buses all the time. My backache has also seem to have improved (I am 50+). Quick shipping and good customer service. Five stars for the sleek design! ”

“ The product is really good, very comfortable and practical. It's perfect for holding my laptop and the other stuff I carry to work everyday. It's a little smaller inside than what I imagined so consider the XL model if you have a lot of stuff to carry,. The delivery was fast and the package was intact. ”

“ I bought the Bobby XL and I must say I am impressed with the quality of the materials. A little bit smaller than I expected, but big enough for everyday use. Also I was very pleased with the customer service that answered my every email in a matter of hours. ”



“ WHAT
CUSTOMERS
SAY ABOUT
BOBBY ”



Bobby Urban Lite



“ I recommend 100% quality is amazing!!! Good job! ”



Bobby Compact



“ This bag is exactly as described. Received it today by courier company. From ordering to receiving this product is first class. Customer service also first class. Excited to use my new antitheft bag. I would recommend this product to any potential buyer. perfect for travelling collage or even hometown bag. ”

“ Excellent ! Très heureux d'utiliser mon sac ! ”

“ El envío ha sido rápido y muy bien, la mochila está muy bien se ajusta a las características descritas, la recomiendo. ”

“ Wowwwwww. Everything was as described. Plus, I found an additional shopping bag inside the backpack. Double plus: efficient shipping, cool parcel. ”

“ Fantastic product, Bobby Compact is perfect for my everyday travel. I feel safe and it is comfortable. Best backpack! ”



Bobby Bizz



“ Great backpacks - I bought the Bobby Bizz. Quality and features are both excellent. Also a great company to deal with - I had reason to reach out to customer service there and was really pleased to deal with Jimmy. He helped me quickly and efficiently and I would highly recommend XD! ”

“ Great bag. I bought the bag for my husband. He is happy with it. It is very functional and nice looking. Could be little lighter.. Highly recommended! ! ”

“ El producto llega muy bien embalado y es tal como se espera. La entrega se hizo en 48 horas. La mochila Bobby Bizz es robusta y de buena calidad. El único inconveniente es el peso en vacío que se nota aunque no lleves nada en la mochila. ”



HOME

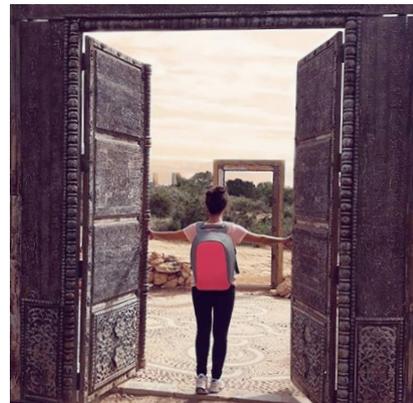
BOBBY ORIGINAL

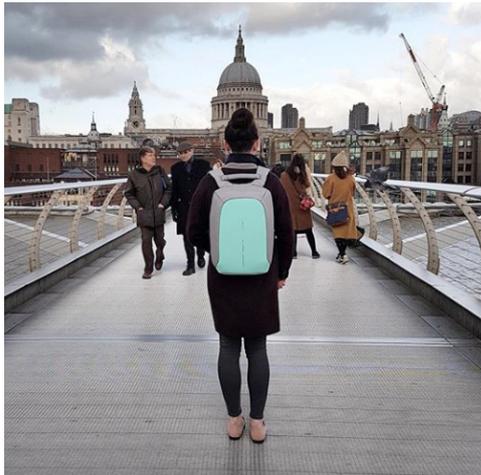
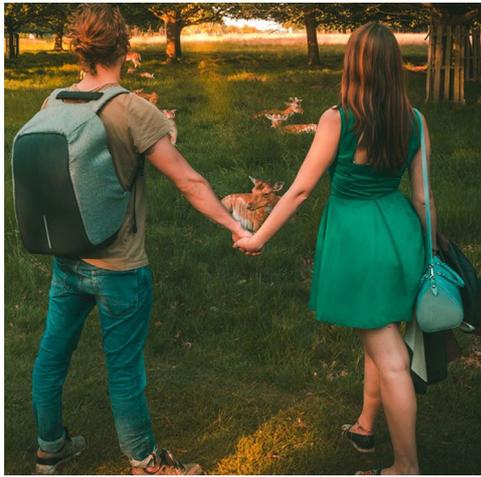
BOBBY XL

BOBBY BIZZ

BOBBY COMPACT

BOBBY COMPACT CAMO





ABOUT XDDESIGN



PURPOSE.

XD Design designs products to free people from everyday fears. When people are able to worry less, they can get on with life and live more positively.

VISION.

XD Design makes people's day brighter through smart designs and innovative products.



MANIFESTO.

Many have tried to find the purpose of life. Several know it's meant to be enjoyed at its fullest. Only a few achieve it. Too often, we let a shadow ruin our sunny afternoons and worry of how obscure it will get instead of enjoying the warmth of the day.

Life is too short to look at the dark side of things. Light shall prevail. Light will prevail.

BRIGHTER DAYS.

XD Design makes a difference in people's lives through smart designs and innovative products.



ABOUT THE DESIGNER ▶



WHY CALLED BOBBY?

When thinking of creating an anti-theft backpack you also end up thinking about law enforcement.

The bag should function as if it was protected by a personal police officer. Untouchable for thieves. Bobby is the well-know nickname for the London Police Force that was created in 1829, characterized by the round top policehat. London as one of the busiest commuter cities in the world, and the starting point for this Kickstarter project became the inspiration for the name.

What is more trustworthy than having the support of the policeforce on your back while traveling?

DISPLAY

Do you want this Bobby display in your store?
Just drop us a line for more info.



CONTACT US

Our sales team is ready to help you with inquiries and quotations, catalogue materials and general information about XD Design. We look forward to hearing from you.

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