



# The BT BAG

A Modern-Designed  
Expandable Backpack



BTBAG. Part of Life™



# INTRO

BT Bag is a pioneering approach to create a high-quality product for people from all walks of life. From city parks to offices to the great outdoors, we strive to design and manufacture a bag that's both stylish and has modern functionality. A product that is simple yet creative and is inspired by our desire to be a part of life.

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# DESIGNED TO KEEP YOU MOVING

BT Bag is designed with the modern professional in mind. With one bag, you can go to the office during weekdays and go camping on weekends. The concept of having just one backpack for various occasions is intended to make life easier and less complicated.

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# PRODUCT HIGHLIGHTS



- 01** Flexible capacity from 15L to 70L enabling versatility in use, while keeping the design minimal and adaptable to any occasion.
- 02** Multiple pockets and compartments for organizing your stuff with suspended laptop compartment to protect your device from accidental bumps.
- 03** High quality materials and reinforced stitching workmanship to ensure durability and longer time of using the backpack.

- Expandable from 15L to 70L
- Magnetic buckle closure
- Waterproof outer fabric
- Airflow cushioned back panel
- 17 smart organization pockets
- 180 degrees clamshell opening
- Honeycomb bottom support
- Luggage pass-through
- Adjustable shoulder and sternum strap
- Horizontal grab handles
- Quick access side opening
- Shockproof laptop compartment
- Tuck away webbing straps

# FEATURE-RICH





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# UNIQUE DESIGN

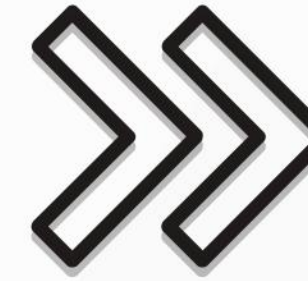
Patent pending for the design of Side-Zipper Access System that transforms the backpack to the 70-liter full expanded capacity.

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# MADE FOR FUNCTION

The distinguishing feature of BT bag is its ability to expand from a mere 3.5-inch to the widest 12 inches.



# ERGONOMOMIC DESIGN

## LOAD LIFTER STRAP

*Two anchor points:* For general use and full-load use. Helps ease the tension and overall weight of the bag

## SHOULDER STRAP

Helps evenly distribute your weight between both shoulders and adjust the length according to your built.



## GRAB HANDLES

Sturdy webbing handles for one-handed carrying

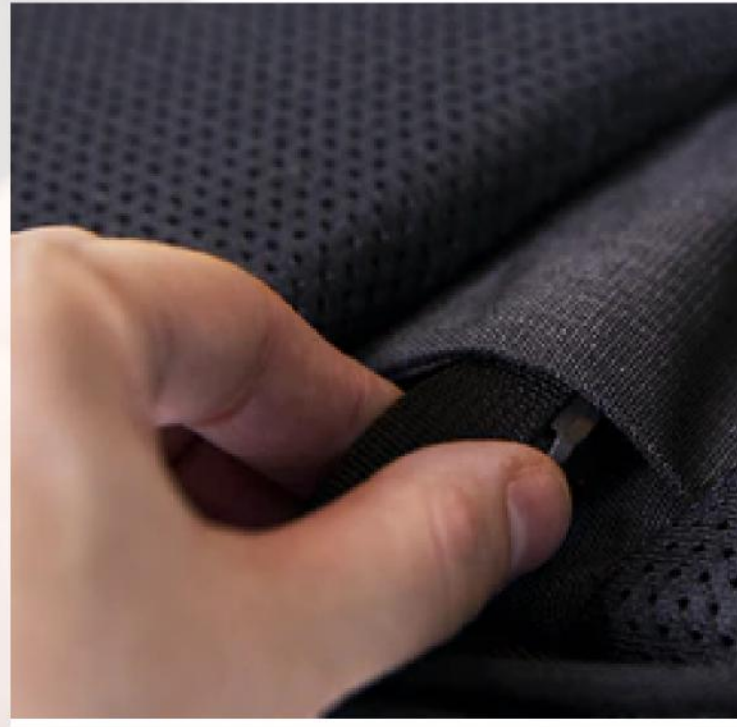
## STERNUM STRAP

Helps set the shoulder straps to a comfortable height across your chest and width that allows your arms to move freely.



# FUNCTIONAL AND DURABLE

The BT bag has an endless list of features that is helpful for everyday use.



# PREMIUM QUALITY MATERIALS

## Foam and Fabric

The shock absorbing foam helps ease the tension at the back when use at the expanded mode. While the outer fabric and inner lining are highly water resistant to keep your belongings dry from accidental splash of water.

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# COMMITMENT TO RESPONSIBLE MANUFACTURING

We make sure to use materials from suppliers and business partners that embraces sustainable manufacturing practices and we commit our team to quality and environmental protection programs. Our factory in Vietnam adheres to HIGG Sustainability Index to ensure efficient production with minimal impact to the environment, as well as Fair Wear's Foundation code of conduct on social compliance.



# DEVELOPED THROUGH CROWDFUNDING

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wadiz KICKSTARTER INDIEGOGO GREEN FUNDING

## 431% FUNDED

The first introduction to crowdfunding in Korea for the local Asian market was a success which led us to the improvement and development of a second version.

## 217% FUNDED

The improved version of BT bag based on customer feedback was launched in the US through Kickstarter and was widely received by backpack enthusiasts.

# LOOK BOOK

*"In a world where you can be anyone, be who you want to be and go wherever you want to go."*

In Hyuck Lee, Creator, BTBAG



# COMPACT MODE

Best for office settings, daily commute or just as everyday carry. The slim form factor lets you glide through crowded city streets with ease.

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Hand Carry



Regular Backpack

# EXPANDED MODE

Versatility is the core of BT bag. It lets you adapt to any situation with just a single bag. The baseboard keeps the shape of the backpack no matter how much you put on it so you don't have to carry a saggy bag when traveling.

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# MINIMALIST

Simple, uncomplicated style to match your personality.







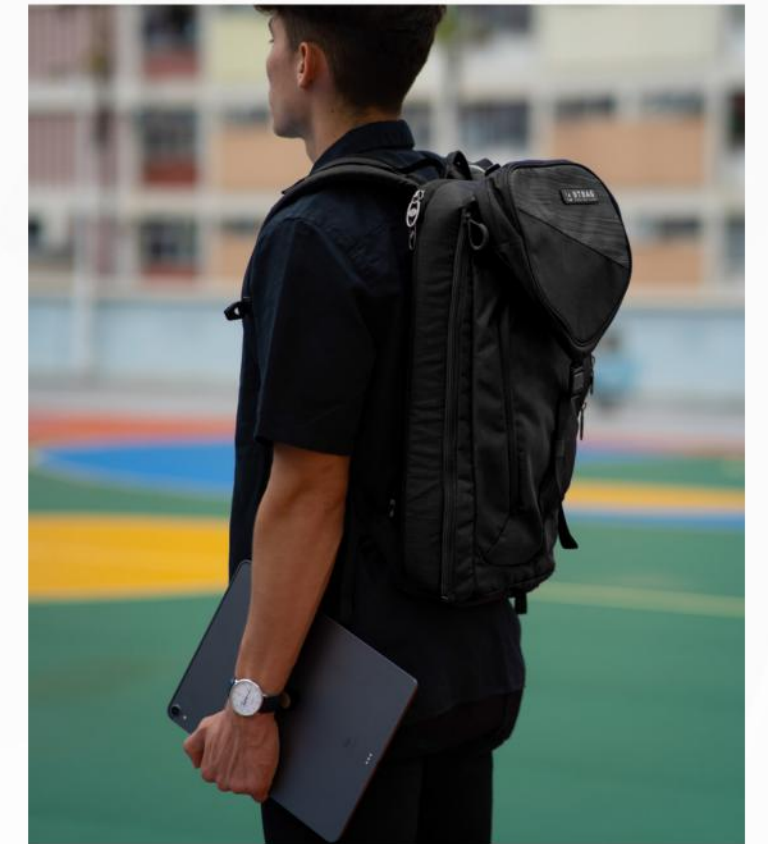
# OUT OF TOWN

For an overnight camping or a three-day out of town, the BT bag can give you a lot of room for your clothes, shoes and jackets.

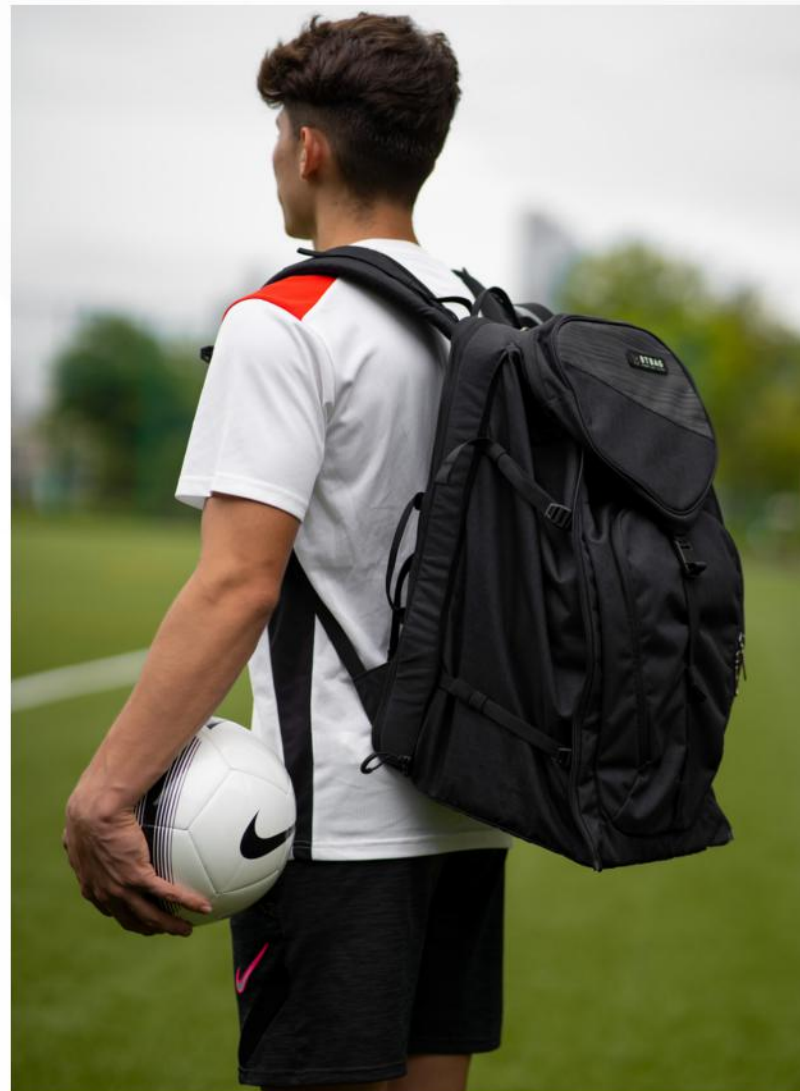


# DAY PACK

Take a walk in the city on a chill afternoon and bring your gadgets with you. This bag can even pack a MIDI keyboard for the music enthusiasts.



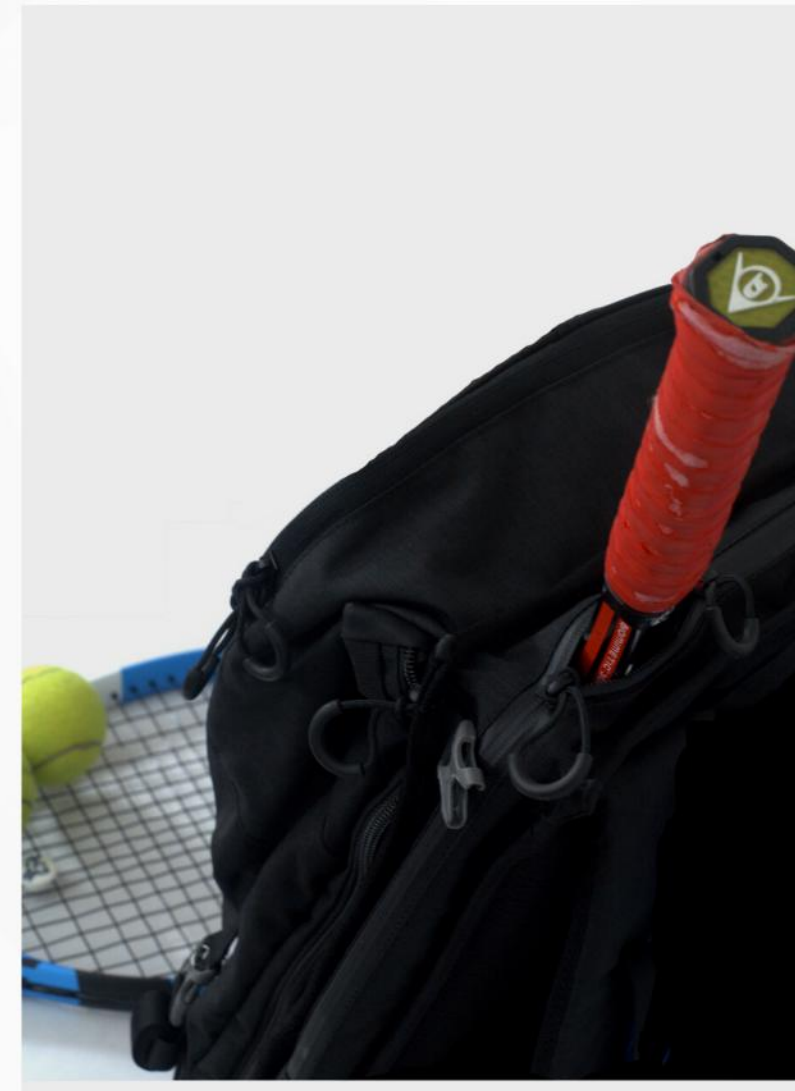
# SPORTS BAG



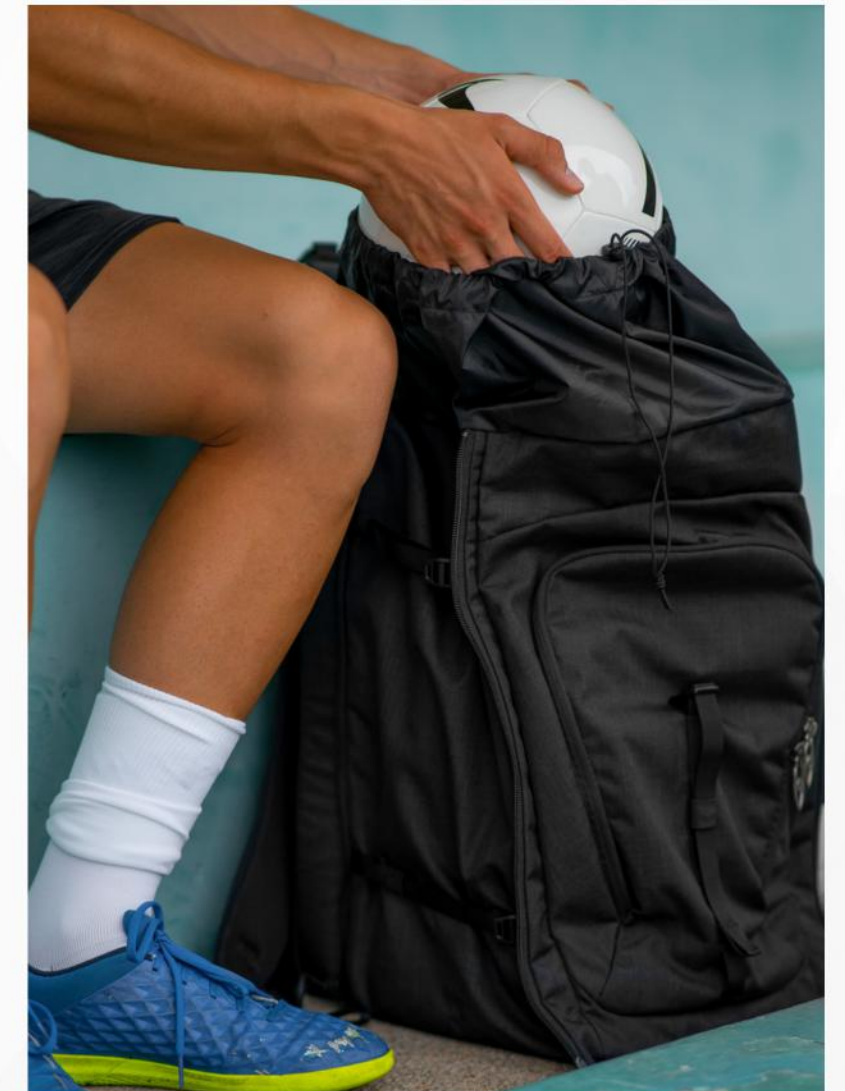
Soccer Practice



Ball Game



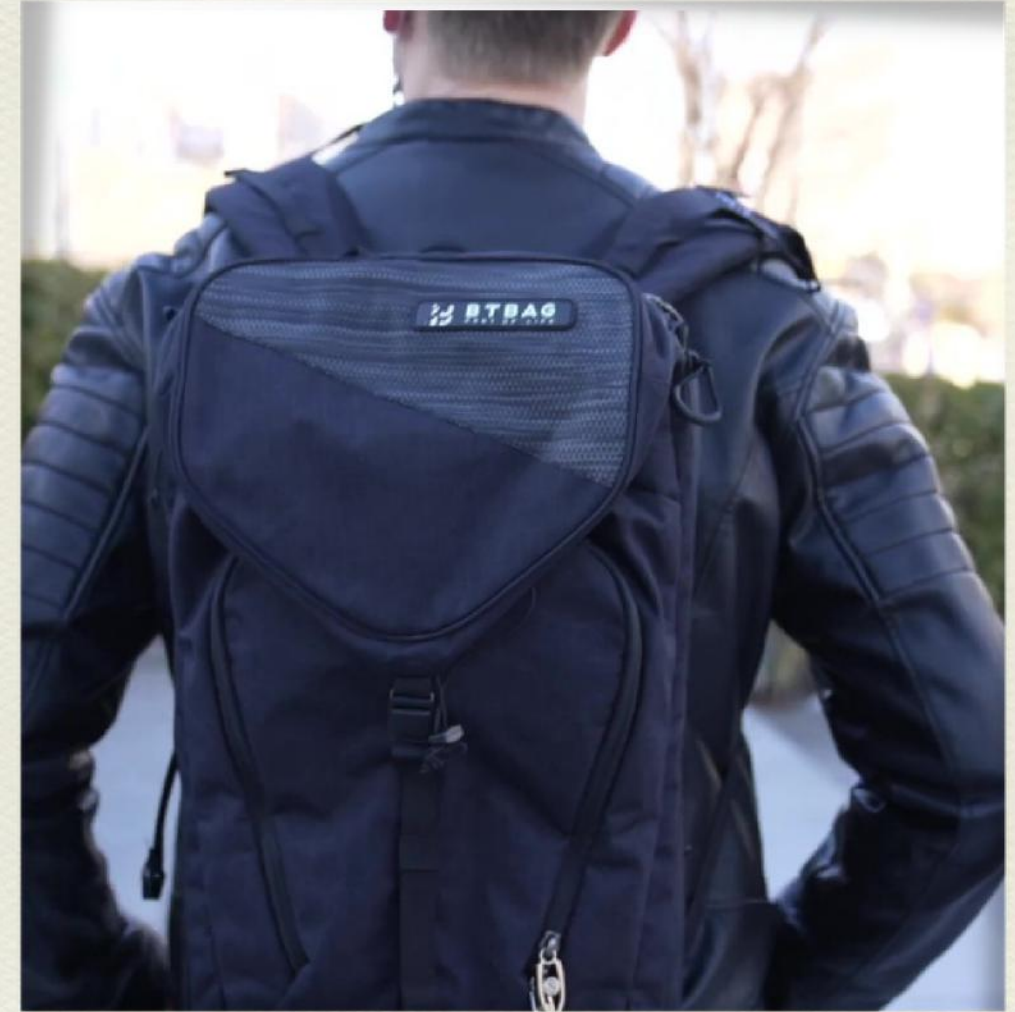
Tennis Match



Or just any sports!



# OFFICE BAG



# CASUAL TRIPS

Sleek design that goes well with your outfit of the day.





The all black exterior and textured design of the top pocket looks pleasing and unique.

# JUST THE RIGHT SIZE.

The BT bag is bigger than most common backpacks, and smaller than the biggest outdoor packs in the market.







# EARLY ADOPTERS



**Chris**

@awesometechtv

"There's a lot of hidden compartments that help to bring your most commonly used item to the forefront."



**Catherine**

@coolgadgets

"..a bag that looks like a simple and ordinary bag but has monstrous properties."

# USER REVIEWS



Gadget Flow

Review Score: 9.2/10

"This multifunctional bag expands to suit all your needs."



Naver Blog

혜성씨네Cine부부

"As soon as I put the BT bag on, I feel it as soft cushion on my shoulder."

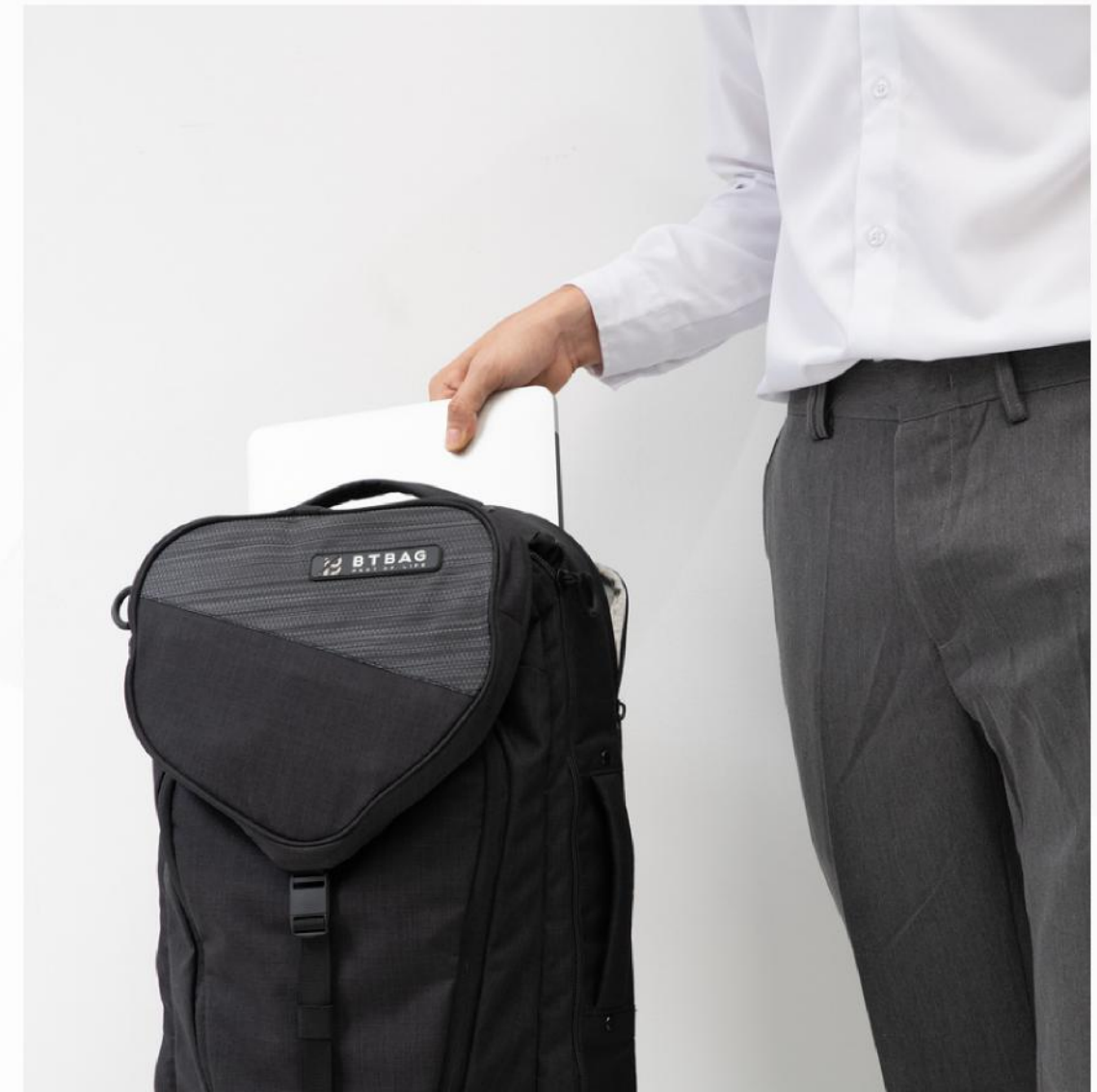


The BT bag's design and versatility makes you ready for any occasion or challenge.

We combine functionality, minimalist design, and the ultimate user experience for a backpack that is meant to be part of life.



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# Get in touch.

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