

## HEAD TO WORK FEELIN' GOOD... WITH A PACK ON YOUR BACK

### WHY YOU SHOULD USE AN ERGONOMIC BACKPACK



Trekking back and forth from work, between client meetings, or across the country with a backpack in tow can really weigh you down. That's all the more reason to pick a pack that's comfortable to carry and that can adjust to you — a bag that's ergonomically designed.

**“As lines have blurred between work and play, it's important to consider when you're toting tech and office gear in your everyday pack.”**

So, what does it mean to be ergonomic? In short, ergonomics is the application of arranging features in a design so that people interact with an object most efficiently and safely. It's user-centered in nature and ensures a product — a backpack for example — fits the 5th percentile to the 95th percentile of people and adjusts to varying body types and carrying needs. Ergonomics is often sought-after in most outdoor backpacks, but as lines have blurred between work and play, it's important to consider when you're toting tech and office gear in your everyday pack. So what should you look for in an ergonomic laptop backpack?

#### **Proper Form: Weight Distribution**

The first order of an ergonomic laptop pack is weight distribution. To create less work for the body, the majority of the weight should sit near the upper middle of the back and as close to the body as possible, with smaller items equally

distributed throughout the bag. “If not, the body responds by acting like a lever by leaning forward in an effort to attempt to counterbalance the weight of the pack,” says Certified Professional Ergonomist, Brian Bone. An ill-fitting bag can cause you to hunch your shoulders and your back, resulting in poor posture, discomfort, and potential muscle strain.

#### **LOOK FOR:**

- Partitioned main compartments
- Strategically placed pockets

#### **Proper Fit: Adjustable Features**

Adjustable features are key to help a pack conform to the various shapes and sizes of people around the globe. As you stash more and more (or less and less) gear in the bag, its relationship with your body changes. As the weight inside the backpack increases or decreases, it's important to be able to adjust the pack to your body. From the placement of straps on your shoulders to the positioning of a torso strap, each affects the touchpoints on the body that can cause strain, pain, chafing, and more.

#### **LOOK FOR:**

- Adjustable shoulder strap
- Adjustable sternum straps and hip belts (more common on outdoor packs)
- Multiple size options
- Height-adjustable shoulder strap attachment or adjustable torso length

## Proper Construction: Comfortable Design

Carrying your gear shouldn't take a toll on the body. When executed well, an adjustable backpack design with well thought-out weight distribution delivers a proper fit. That helps to keep you comfortable on the go. Throw a backpack on, and the first pressure point is obvious: your shoulders. Shoulder strap and lower back padding make a world of difference in comfort. Handles can be padded with padding as well, and a round handle shape can provide additional comfort when the pack's not on your back. Contoured shoulder straps help to prevent chafing on the neck and arms, and air channels on the back help to disperse heat (and those dreaded sweat stains on your nice shirt). Even height-adjustable chest straps improve comfort by evenly distributing the load on the shoulders. It all combines to reduce pain and to improve posture for a more comfortable trek across town.

### LOOK FOR:

- Airflow channel for breathability
- Soft, comfortable padding
- Contoured and well-padded shoulder straps

## The Targus Solution

### Balance™ EcoSmart® Backpacks

#### GOOD FOR YOU, GOOD FOR THE PLANET

Our designers, with help from a certified ergonomist, spent countless hours studying how people move and work, incorporating those studies in their design of the Balance™ EcoSmart® Backpack. With advanced ergonomic design for maximum comfort, Balance has adjustable features that help to reduce fatigue from long-term wear.



### 15.6" Balance EcoSmart Backpack

TSB921US | MSRP \$79.99

Targus  
1211 N Miller St  
Anaheim, CA 92806  
714.765.5555  
targus.com

## About Targus

Since creating its first laptop case more than 30 years ago, Targus has been a leader in the mobile computing accessories category for businesses and end users alike. Today, Targus continues to advance the category with innovative, productivity-boosting solutions that enable an ever-changing workforce to perform at their best — anytime, anywhere. Targus' wide range of products — bags, cases, docking stations, and computer peripherals — designed with its industry-leading, patent-protected technologies deliver the protection and connectivity essential for today's connected world.