

POINT 65°N

SWEDEN



20 YEARS
1997 | 2017
LIMITED EDITION



BOBLBEE 25L GTX Chrome

The new stunning Boblbee 25L GTX Chrome is a limited edition commemorative model that celebrates 20th anniversary of these iconic back packs. The Boblbee pack was introduced in 1997 and instantly became a true design icon.

The Boblbee pack not only ranked in design awards around the globe, but also received the highest recorded test results for Spine protection by TÜV in Germany. The stunning back pack is still ahead of its time, 20 years after its introduction.

Welcome to Point 65 Sweden packs reinvented!

Dear Outdoor Retailer,

You are holding in your hand the 2020 Point 65 Sweden Pack workbook. In 2014, Point 65 Sweden, as per our original strategy, branched out beyond paddle sports and entered the general outdoor world. We acquired Boblbee, the iconic Swedish backpack and bag producer, and re-launched the awesome product line under the Point 65 Sweden brand.

The Point 65 Sweden 'Boblbee Line' hard shell backpacks double as spine protectors with the highest spine protection certification in the world (TÜV). They also protect your gear such as iPads, laptops and cameras.

The Point 65 Sweden packs are perfect for outdoor activities and made for action-filled fun. When cycling, mountain biking, skiing, snowboarding, skateboarding or motor biking, both your spine and your gear are protected to the highest degree.

The packs are just as great for everyday use at work or school, shopping, and travelling. They are awesome looking and comfortable, and you never have to worry about your electronics getting damaged while moving through airports, subways, and crowds.

We are now proud to present the 2020 line with some exciting news - introducing the new color Frost fro the Boblbee 25L & 20L packs as well as the colors Wasp, Lava and Army for the Boblbee Nano series.

The MT Carrier is a new slingbag which joins the MT Cargo style for a rugged lifestyle.

We look forward to working with you.

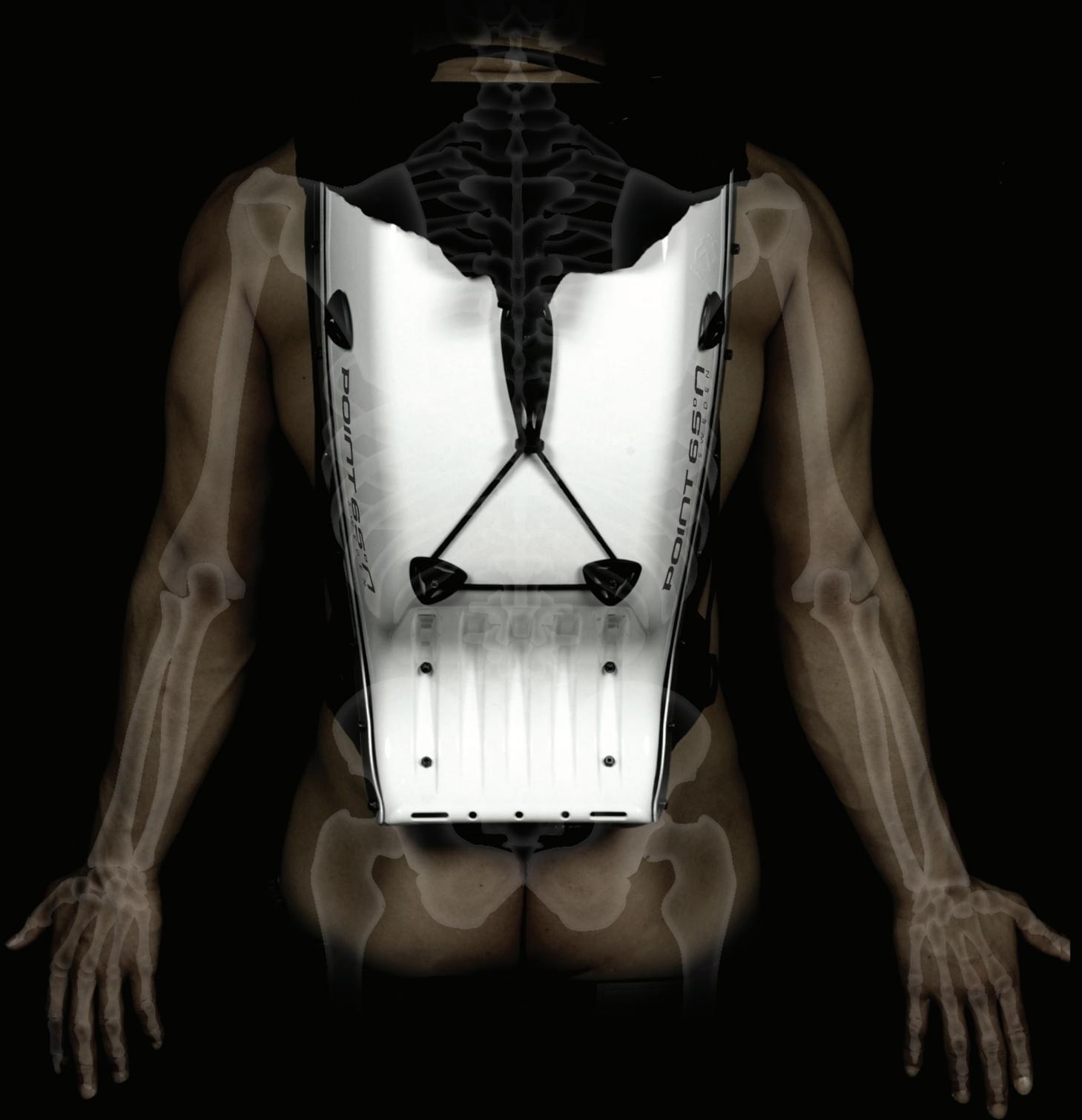
Happy trails!



Richard Ohman
Founder, Point 65 Sweden

About Point 65 Sweden

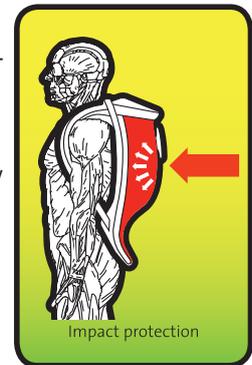
Point 65 Sweden is an innovative outdoor company with unique products within paddle sports and packs. Point 65 Sweden is a leading paddle sports brand in Northern Europe and one of the fastest growing paddle sport companies in the world. Point 65 Sweden offers a wide range of kayaks and SUP's and accessories such as paddles and PFD's and is the company behind the market-changing modular kayaks Tequila!, Martini, Mercury, Gemini and Apollo as well as the modular stand-up-paddle board (SUP) the Rum Runner. Point 65 Sweden is also the company behind the stylish and innovative hard shell packs known for their spine and gear protection capabilities, outstanding quality and ergonomically superior carrying comfort.



Got your back!

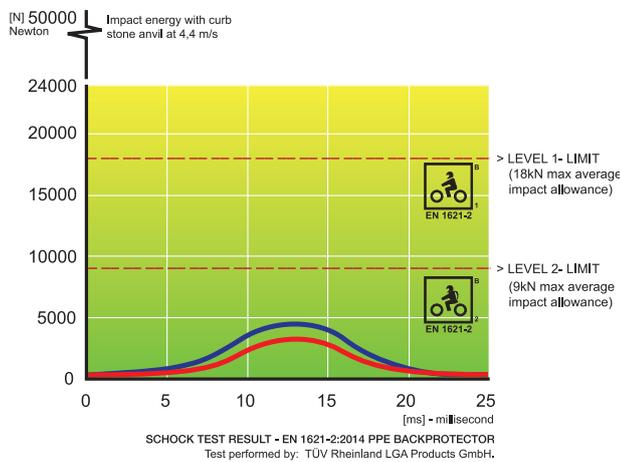
Safety by design

The ground-breaking, patented innovation of the hard-shell concept, was created to protect your body and equipment with optimal comfort and weight distribution. In fact, the stunning test results rank it as the best spine protector in the world – by far. Our award-winning products are recognized not only by organizations and institutions around the world, but more importantly by active people and professionals using Point 65 Packs in their everyday lives.



Protect your back

The Point 65 Boblbee 25L and 20L shells and harnesses have been designed to minimize impact forces being applied to the user's back area, and to transfer energy away from the central part of the back. By distributing the force from a point of impact over as large an area as possible, the hard shell creates a shock absorption zone to meet any impact at a distance from the body. The added energy-travel-time aids in reducing shock waves. With the superb average value of 3.4 kN (kilo-newton), the Boblbee 25L GTX passed its certification with one of the best test results ever recorded! Level 1 and 2 are the two officially recognized impact allowance limits, according to European Union norms, of which level 2 is the highest certification. We take special pride in being credited by TÜV* at the very highest level.



BOBLBEE 25L
3,4 kN average - 93% impact reduction

BOBLBEE 20L GTX
4,6 kN average - 91% impact reduction

CE EN 1621-2

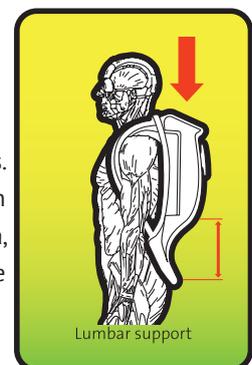
Protect your gear

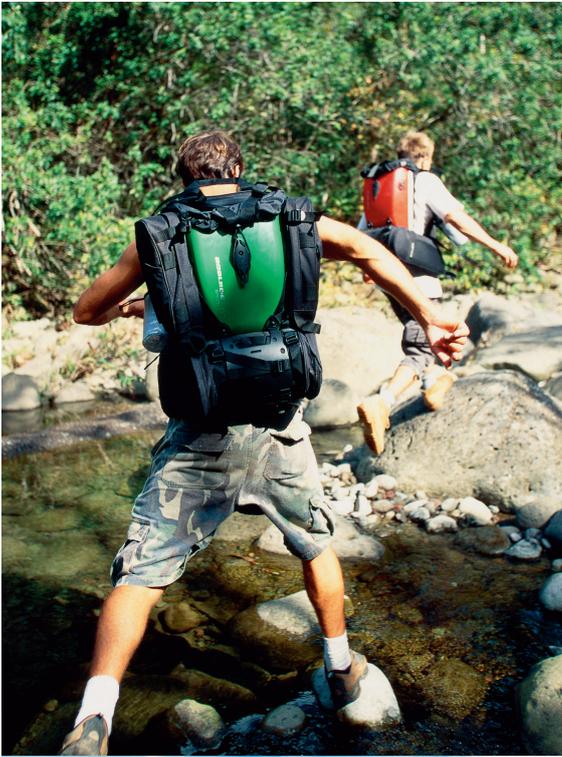
The Point 65 Boblbee packs not only protect your back – your gear and electronics are also safe. Laptops, tablets, cameras, and other valuables are safe in your Point 65 pack. The packs can survive your worst wipe out or cycle crash, and even withstand being driven over by a small car, making the chances of leaving your laptop intact much greater than with any other backpack.

Ergonomics

Point 65's unique combination of materials and shapes create superior ergonomic characteristics. The backpacks offer action-balanced and stabilizing features for people on the move. The S-design with the Lumbar Support System™ separates the upper "load area" from the lower lumbar area, providing excellent weight distribution and reducing stress on your back. In combination with the bucket seat harness, it gives you the comfort of "a second skin".

*TÜV Rheinland LGA Products GmbH., Germany.





Color: Phantom



Color: Wasp



Color: Lava



Color: Diablo Red



Color: Cobalt



Color: Kryptonite



Color: Igloo



Color: Frost



Color: Spitfire



Color: Meteor



Color: Army

BOBLBEE 20L GTX

This awesome pack doubles as the highest rated spine protector (approved by TÜV). It also protects your gear, laptop, camera and other equipment.

The GTX series features the Point 65 AirVent, which is part of the back plate design. The special ventilation

channels running through the ergonomical back plate keep perspiration to a minimum. Its aerodynamic dome reduces fluttering at high speeds and is water repellent.

Max laptop size
13x9x2 in/33x23x5 cm
Cabin size approved



Color: Phantom



Color: Wasp



Color: Lava



Color: Diablo Red



Color: Cobalt



Color: Kryptonite



Color: Igloo



Color: Frost



Color: Spitfire



Color: Meteor



Color: Army

BOBLBEE 25L GTX

This awesome pack doubles as the highest rated spine protector (approved by TÜV). It also protects your gear, laptop, camera and other equipment. The improved GTX series features the new Point 65 AirVent, which is part of the back plate design.

The special ventilation channels running through the ergonomical back plate keep perspiration to a minimum. Its aerodynamic dome reduces fluttering at high speeds and is water repellent.

Max laptop size:
14x10x2 in/36x26x5 cm
Cabin size approved



Color: Vampire



Color: Carbon



Color: Ghost



Color: Chrome

BOBLBEE 25L GTX Limited Edition

The new stunning Boblbee 25L GTX Carbon is taking Point 65's spine and gear protection capabilities one step further! It boasts the same features as the other GTX packs, only lighter and stronger. The Boblbee 25L GTX Carbon is available in shiny

black and matt black Carbon. The shells are hand-made, using exclusive, feather-light and extremely strong materials from the best manufacturers. The Boblbee 25L GTX Carbon is a piece of art and a real show-stopper!

Max laptop size:
14x10x2 in/36x26x5 cm
Cabin size approved



MT Carrier

Inspired by the design of the impressive Hercules cargo planes and ready to go to any spot on the globe, this rugged sling bag provides you with all the accessory pockets you need.

Complete with a heavy duty shoulder strap, the MT Carrier offers both relaxed carrying security while strolling or at high-speeds. Made from heavy duty 1680 Denier ballistic nylon and with a bumper shield protecting the main compartment, it is also suitable for compact cameras or camcorders as well as your compact drone.



Color: Black



Color: Army Green

Accessories



Medium

Large

Camera insert – Medium / Large

Once fitted into your backpack, the padded Camera Insert securely holds your DSLR camera with zoom lens plus space for additional lenses, flash and accessories. The lid holds two small sleeve pockets

for cables, batteries and memory cards. Of course you can also use the Camera Insert as an independent camera bag as it comes equipped with a detachable shoulder strap.



X-Case Boblbee 25L



X-Case Boblbee 20L



Boblbee 25L with X-Case



X-Case open

X-case, Boblbee 25L / Boblbee 20L

Optimal accessory bag to carry chargers, cables and other extras you don't want inside your backpack. Mounts to the lumbar curve of the Boblbee hard shell back packs. Well protected and insulated with aluminum foil to keep your lunch snack fresh.

Reflective striping on all sides to increase visibility. Double parallel zippers for easy and quick access. Excellent accessory pack for the work commuting biker.

Accessories



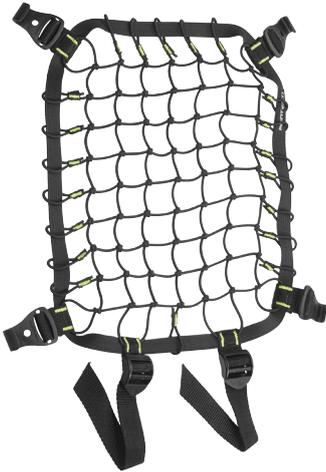
Boblbee 25L with Lumbar Cassette



Lumbar Cassette

Lumbar Cassette

Cargo waist pack that fits into the lumbar curve of the Boblbee 25L. The hip pockets can be positioned horizontally or vertically depending on when you wish them to be out of the way or accessible. Also featured are practical sleeve pockets for maps and gloves.



Cargo Net



Cargo Net on back pack

Cargo Nets

For all those things you need quick and easy access to, like your wind breaker, gloves, etc. Also perfect for your bike helmet or football. Hand-made with enduring nylon coated elastics cords. The bike rider version Cargo Net Helmet holds a full size integral motorcycle helmet tight and secure.



Cargo Net Helmet on back pack

Accessories



Waist belt

This ultra comfortable waist band gives added support and improves the back protection feature even further. Perfect when jogging with a heavy pack. Fits Boblbee 25L and 20L models.



Sidewinders



Boblbee 25L with Sidewinders

Sidewinders

Side pockets for the Boblbee 25L which can be used in combination with The Lumbar Cassette, X-Case or independently. Pole attachments and handy sleeve pockets.



Rain covers – 25L / 20L

Waterproof cover protects your Boblbee Bag from torrential rain while motorbiking, being, trekking and other activities. The cover is manufactured in neon colored polyester with reflective striping for maximum visibility and has taped seams as well as extra protection on the bottom corners.



Rain cover 25L fits Boblbee 25L models Boblbee 14L Vortex and Procram 500 XT. Boblbee 20L Raincover fits Boblbee 20L and Procram 500S.

Rain Covers can also be mounted on other packs of similar sizes.

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SWEDEN



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