



**Created with air**

## **Innovative inflatable products concept**

KeepAir™ is a new patent pending concept by BlueDesert®

Innovative inflatable products concept enhanced with latest technology, KeepAir™ product lines are designed to give extra protection and insulation. Our KeepAir™ - Smart Collection includes cases and bags for laptops, tablets and smartphones. Our Everywhere-with-KeepAir™ Collection includes picnic baskets, coolers, storage units and many other designs.

KeepAir™ is meant for everyone, can be used for anything, provides comfort anywhere and is suitable for indoor & outdoor use. KeepAir™ products include air-valve for easy inflation/deflation and are made from coated nylon and polyester fabrics.

BlueDesert was established in Israel in 1987 by Amit Ben-Sasson, a well-known designer and developer of innovative travel products. BlueDesert inventions are unique and one-of-a-kind concept ideas and designs for everyday life, outdoor activities, travel, bicycling and more. BlueDesert is constantly investing in research and development to ensure the in-house design-team is up on the newest trends and needs of the consumers. Our inventions provide simpler, safer and more convenient solutions for people on-the-go.

KeepAir™ and has already won prizes and nominations for original design and innovative solutions at various international trade shows, awards and competitions.



**KeepAir™ product lines are made from a proprietary material and have seven competitive advantages:**

- Impact Protection - Impact isolator, pressure dampened shock absorber
- Waterproof Protection - Airtight plenum structure is by its nature water tight
- Insulation - Variable plenum inflation levels allow insulation efficiency to be increased
- Compressibility/Storage - Air-valve allows deflation for lowered stored volume
- Durability - Coated nylon and polyester fabrics have proven more durable than reinforced PVC or neoprene covers used by other manufacturers
- Custom fit - Self-inflation allows snug, customized fit to contents
- Multiuse - KeepAir™ products can also be used as lower back support cushion, seating cushion and lap pad

With the combination of these competitive advantages and our high-quality craftsmanship and unique designs, we are able to bring to market a truly new and innovative line of products.



**KeepAir™ can be inflated with few breaths and deflated within seconds to a minimal size.**

KeepAir™ designs come in variety of color combinations and 3 styles:



## KeepAir™ - Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

## KeepAir™ - Air & Foam

Is made from cotton-feel, soft, stretch & durable coated nylon and polyester fabrics and is reinforced with foam - which gives this style an extra protection & tougher appearance. A very smart look suitable for everyone.



## KeepAir™ - Air & Foam Pro

Is made from durable coated nylon and polyester fabrics with a glossy finish and is reinforced with foam. This style is trendy with a shiny side.



# KeepAir™ - Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

## 10" / 12" / 14" / 16" laptop sleeves & cases



## Smartphone cases



## Tablets and Mini tablets sleeves & cases



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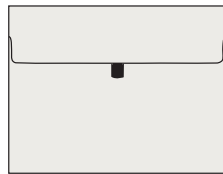
### 10" / 12" / 14" / 16" laptop sleeves & cases



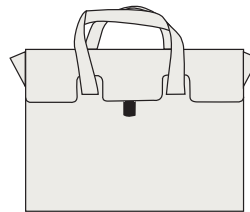
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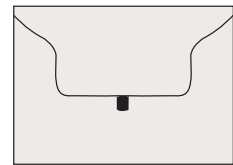
Clap



Handles



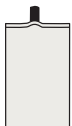
Envelope



### Smartphone cases



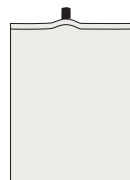
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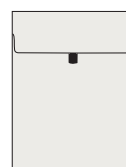
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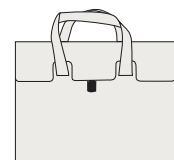
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Clap



Handles



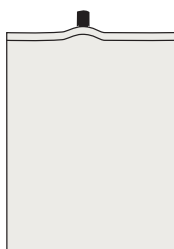
# KeepAir™ - Air & Foam Pro

Is made from durable coated nylon and polyester fabrics with a glossy finish and is reinforced with foam. This style is trendy with a shiny side.

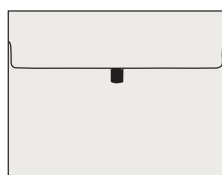
## 10" / 12" / 14" / 16" laptop sleeves & cases



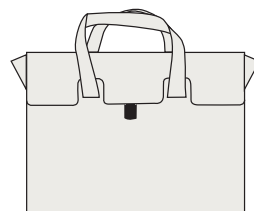
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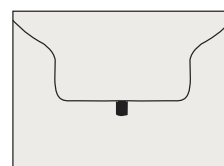
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Handles



Envelope



## Smartphone cases



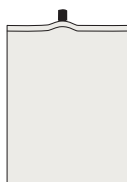
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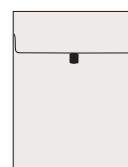
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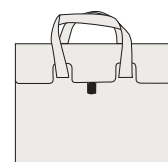
Basic



Clap



Handles



## Everywhere - with - KeepAir™ Air

Is made from soft, stretch & durable coated nylon and polyester fabrics. This style can be compressed to the minimum size, making it ideal for storage when not in use. The cotton-feel finish of the fabrics give this style a sophisticated look.

Collection includes a large variety of products, such as picnic baskets, coolers, storage units, containers, bottle carriers, messenger bags and many other designs - in different sizes, colors and KeepAir™ styles.









## Everywhere - with - KeepAir™ Air & Foam

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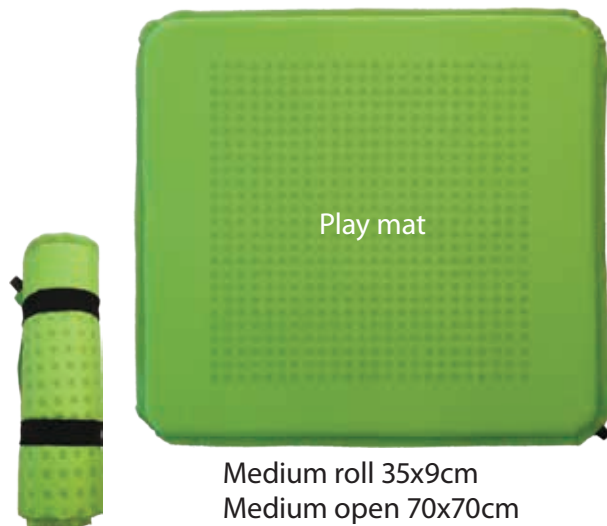
## KeepAir™ - PackMat™



## Changing & Play Mat™



Small roll 19x8cm  
Small open 36x60cm  
Weight 150g



Medium roll 35x9cm  
Medium open 70x70cm  
Weight 370g



Large roll 45x12cm  
Large open 90x90cm  
Weight 580g

# KeepAir™ Accessories & Options



inflation/deflation



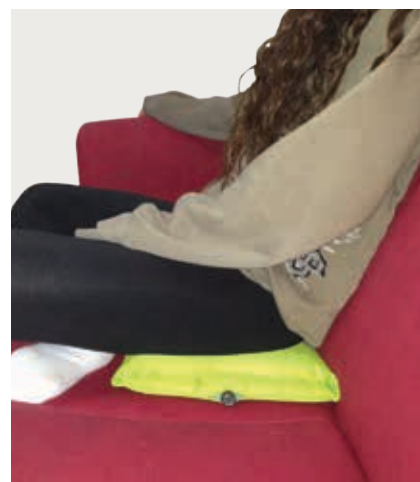
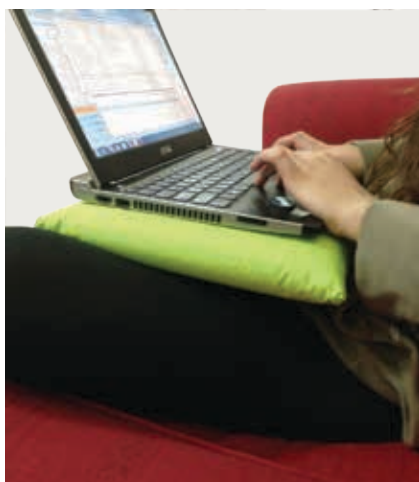
on/off air-valve



compressibility



shoulder strap



KeepAir™ products can also be used as lower back support cushion, seating cushion and lap pad

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Development, Manufacturing & Marketing

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KeepAir™ is a worldwide patent pending  
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[www.BlueDesert.co.il](http://www.BlueDesert.co.il)  
[www.KeepAir.com](http://www.KeepAir.com)





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## Inflatable Product Concept

Impact protection  
Air insulation technology  
Durable & Waterproof  
Compressibility / Storage



### Inflatable laptop case 14"-16"

Laptop Sleeves & Cases  
Self inflate Air-Valve system



#0145 - Laptop case 14"-16"  
size & weight (inc pack): 40x30x4cm / 300gr



### Inflatable laptop case 10"-12"

Laptop Sleeves & Cases  
Self inflate Air-Valve system



#0144 - Laptop case 10"-12"  
size & weight (inc pack): 32x23x4cm / 200gr



### Inflatable tablet case

Tablets Sleeves & Cases  
Self inflate Air-Valve system



#0118 - Tablet case  
size & weight (inc pack): 32x23x4cm / 180gr







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## Inflatable Product Concept



### Inflatable big basket foam pro

Outgoing Cooler Basket  
Self inflate Air-Valve system



#0110 - Big basket Foam Pro  
size & weight (inc pack): 25x28x12cm / 500gr (Basket size when inflate & open: 50x50x35cm)



### Inflatable medium basket foam pro

Outgoing Laptop & Cooler Basket  
Self inflate Air-Valve system



#0109 - Medium basket Foam Pro  
size & weight (inc pack): 40x30x4cm / 230gr (Basket size when inflate & open: 40x30x15cm)



### Inflatable small basket foam pro

Outgoing Cooler Basket  
Self inflate Air-Valve system



#0108 - Small basket Foam Pro  
size & weight (inc pack): 32x23x4cm / 200gr (Basket size when inflate & open: 30x20x15cm)





Impact protection  
Air insulation technology  
Durable & Waterproof  
Compressibility / Storage



## Inflatable big basket air

Outgoing Cooler Basket  
Inflate Air-Valve system



#0138 - Big basket Air  
size & weight (inc pack): 15x24x5cm / 350gr (Basket size when inflate & open: 50x50x35cm)



## Inflatable medium basket air

Outgoing Cooler Basket  
Inflate Air-Valve system



#0137 - Medium basket Air  
size & weight (inc pack): 14x21x3cm / 160gr (Basket size when inflate & open: 38x28x15cm)



## Inflatable small basket air

Outgoing Cooler Basket  
Inflate Air-Valve system



#0136 - Small basket Air  
size & weight (inc pack): 12x18x3cm / 130gr (Basket size when inflate & open: 28x18x15cm)







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## Inflatable Product Concept

Impact protection  
Air insulation technology  
Durable & Waterproof  
Compressibility / Storage

### Inflatable Changing Mat™

Self inflate Air-Valve system



#0180 - Changing Mat  
size & weight (inc single pack): 20x8.5x8.5cm / 200gr



12 units Counter display  
size & weight (in master carton):  
36x27x25cm / 3.0kg



Small Open Mat:  
36x60 cm  
Net weight 150gr

### Inflatable Medium Play Mat™

Self inflate Air-Valve system



Medium Open Mat:  
70x70cm  
Net weight 370gr

#0181 - Medium Play Mat  
size & weight (inc pack): 36x10.5x10.5cm / 450gr

### Inflatable Large Play Mat™

Self inflate Air-Valve system



Large Open Mat:  
90x90cm  
Net weight 580gr

#0182 - Large Play Mat  
size & weight (inc pack): 46x12.5x12.5cm / 750gr



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Development, Manufacturing & Marketing

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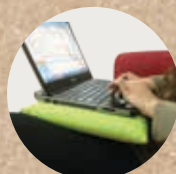
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