



**Catalog FW 21/22**

**notabag**



## About Notabag

6

### Notabag Recycled

16

NEW



### Notabag Reflective

62



### Notabag Reflective Mini

66



### Notabag Original

34



### Notabag Original Mini

58



### Notabag Duffel

70



### Customization

80

### POS Material

88



## Hello!

We're excited to share with you our latest collection which was created for especially mindful and eco-conscious customers.

In this catalogue you will find information about our entire portfolio and details that make Notabag products stand out in the crowd.

We appreciate the trust you put in our brand and our team. Should you have any questions or need additional information, do let us know.

Your Notabag Team

## Who we are

Notabag emerged as a solution to a specific, real-life problem; tote bags are impractical on a bike. From there came an idea, and the design that eventually became the original tote bag-backpack hybrid.

But we're not just about the product. Making eco-conscious choices becomes obvious when the solutions are practical, aesthetic, and make our lives easier.

We want to bring these solutions to our customers, and the world. To do that, we combine aesthetic, practical and eco-conscious design with high quality, long-lasting materials.

**We create quality products that simplify daily life while increasing our positive impact on the environment.**





## Award-winning brand

We are driven by the idea that functionally useful products improve our lives. We believe in the beauty of simplicity and power of intuitive design.

It makes us extremely proud to be ranked among the best products in the German and international design landscape.



## Our story

Heavy traffic. Horns honking. Balance getting shaky. Grocery bags hitting the front wheel.

Notabag founder, Adnan Alicusic, found himself narrowly avoiding an accident on his bicycle, carrying groceries in traffic. It made him wish he had brought his backpack instead of struggling with the plastic sliding along his handlebars. The cogs began turning in his head, and he was inspired to create the original tote bag-backpack hybrid.

He wanted a simple solution that could fit in his pocket, so he could use it only when needed. Smaller and less cumbersome than a normal backpack, but practical and easier to carry than a tote bag, Notabag came to life.

He and fashion designer friend, Ilaria Gregianin, got to work on prototypes in their apartments until they were confident that they could bring the product to market. They registered the patent before launching a successful Kickstarter campaign that more than doubled their original goal.

Since then, Notabag has grown a small core team and become an established brand. We have collaborated with museums such as the Guggenheim and the Whitney in New York, major brands like Audi, Red Bull, Vitra and Wikipedia, and are appearing in exclusive stores, such as Merci in Paris, MoMa Design Store in NYC and San Francisco, and Nordstrom across the USA.

Some of our notable retailers:

**barbican**

GUGGENHEIM

**MoMA**

NORDSTROM

**PALAIS  
DE TOKYO**

**Vitra  
Design  
Museum**



## Positive impact on the environment

It's 2012 and Notabag is born in a Frankfurt apartment. One year later the EU will publish their first proposal to cut down the use of lightweight plastic bags. By 2020 the rumbling undercurrent of experts and activists ringing the alarm on climate change will have grown to a veritable tidal wave of public protest.

Thousands of companies will be jumping on the sustainability bandwagon, realizing that customers are putting money where their mouth is and looking to reduce their impact on the planet.

It's 2021 and we think it's time for an update.

By design, Notabag was always meant to reduce waste, but to us sustainability goes beyond that. We care that you, our customers, care about where your products come from and their impact on the environment. That's why we've decided to communicate with more transparency on our approach towards sustainability.

### Production

One of our biggest challenges was to balance an affordable price tag with sustainable practices. When we started looking into production practices our partner, Sam, suggested collaborating with a small family-run factory in Guangdong province in China.

The production team there ensures ethical working conditions with a living wage, fair working hours, holidays and nutritious meals. They also look at the female-male ratio, applying corrective discrimination and intentionally making management opportunities available to women.

### Giving back

We believe that sustainability is also about creating virtuous circles, and giving back is part of that. As of April 2021, we joined the *1% for the Planet* network, giving 1% of our sales to high-impact nonprofits protecting the planet.

By choosing sustainable products, you, our customers, are contributing to a more sustainable world. And we care that you care, so we promise to keep it real and provide you with more transparency about our products and production process.





**Notabag Recycled:**

**Remade to last.**





## Made of 100% recycled material

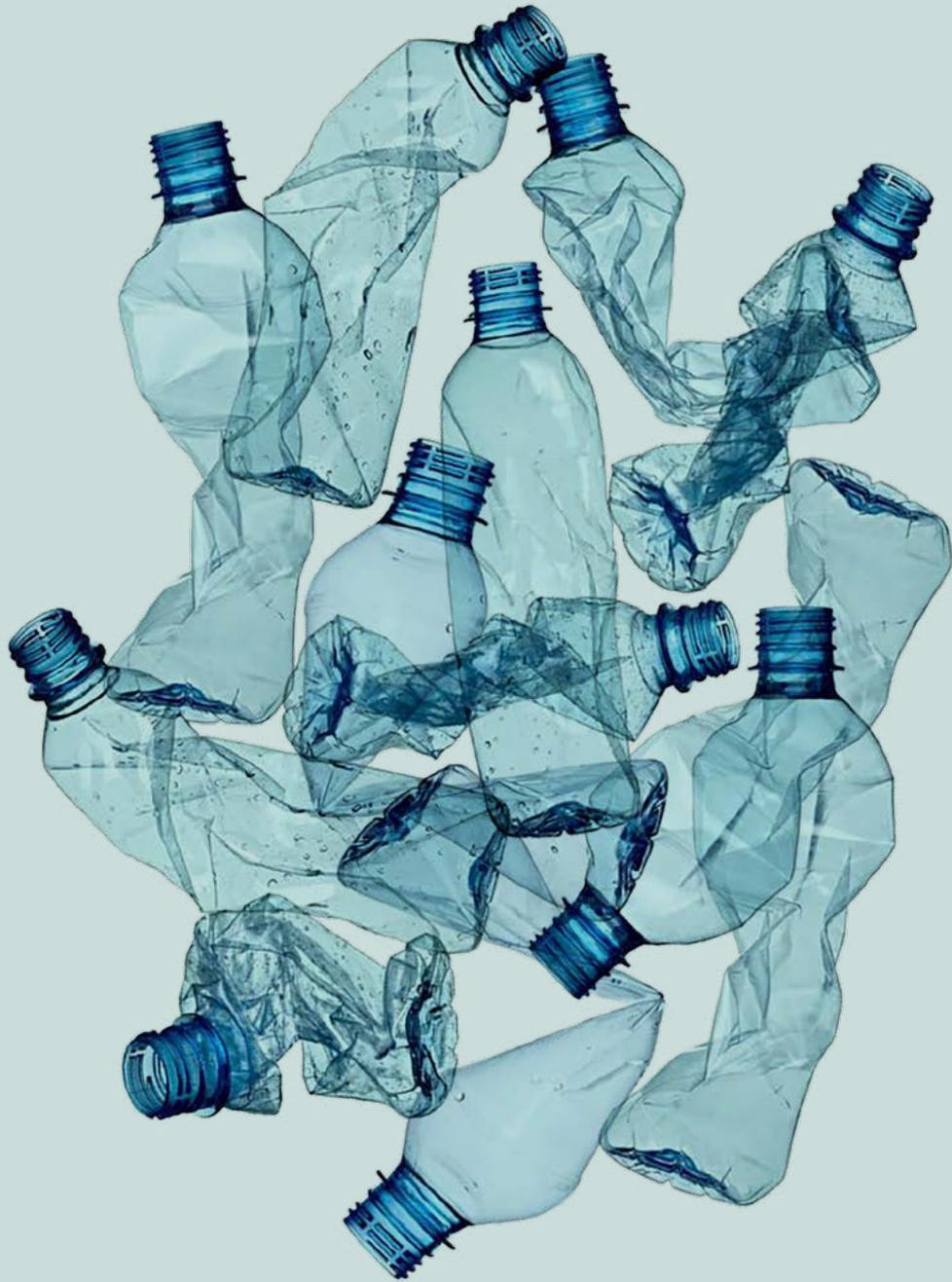
Plastic pollution is nothing new anymore. In fact, the projection is that by 2050 there will be more plastic than fish in the sea. The question is: what can we do to change that and make a positive impact?

By design, Notabag was always meant to reduce waste and provide a reusable alternative to single-use plastic bags. But we knew that we would like to do more and our answer is Notabag Recycled.

It is a smart combination of a bag and backpack made out of recycled plastic bottles. Each Notabag Recycled is giving 12 bottles a second life, providing a new choice for a mindful and eco-conscious lifestyle.

Specifications:

- 100% RPET Polyester
- Recyclable/eco-friendly
- Water-resistant
- Machine-washable
- Handmade
- Multifunctional
- Carries easily 20 kg



**Every single  
Notabag Recycled  
is made of 12  
used plastic bottles.**

notabag

100%  
RECYCLED  
MATERIAL

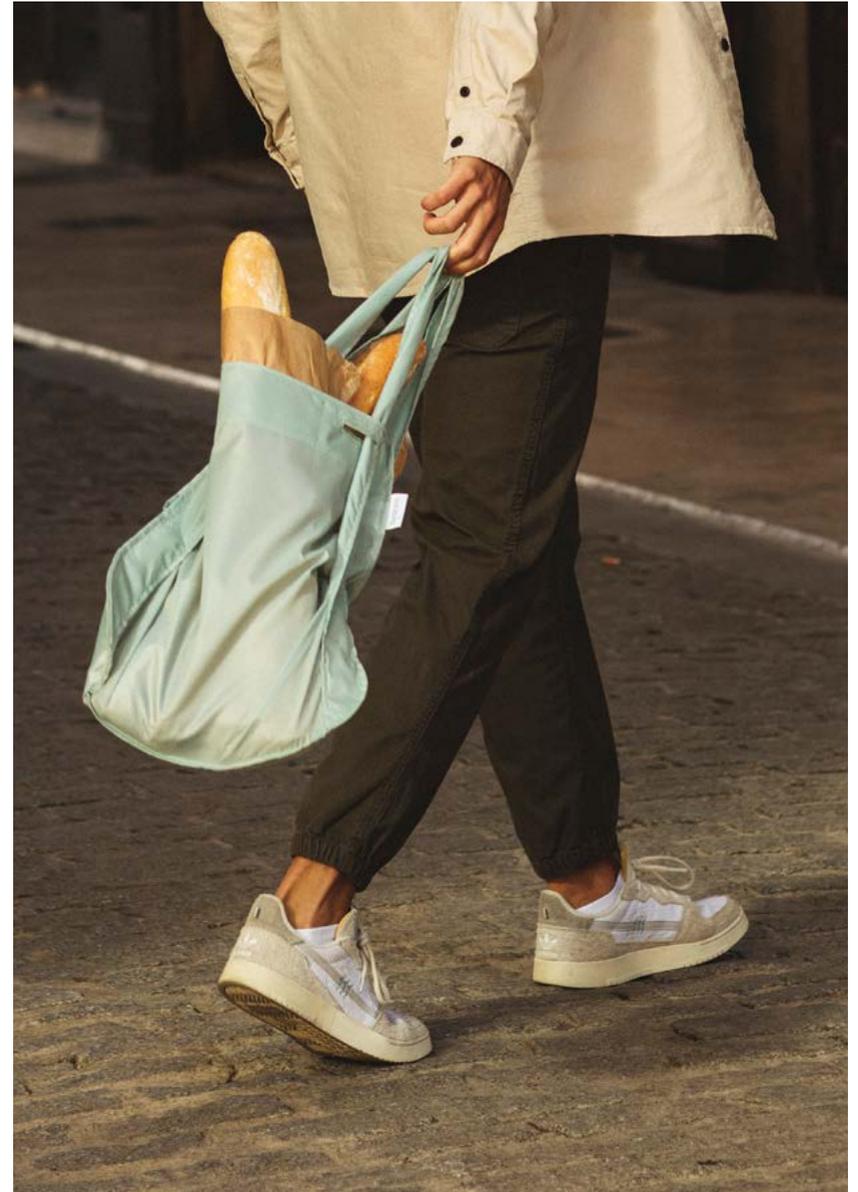




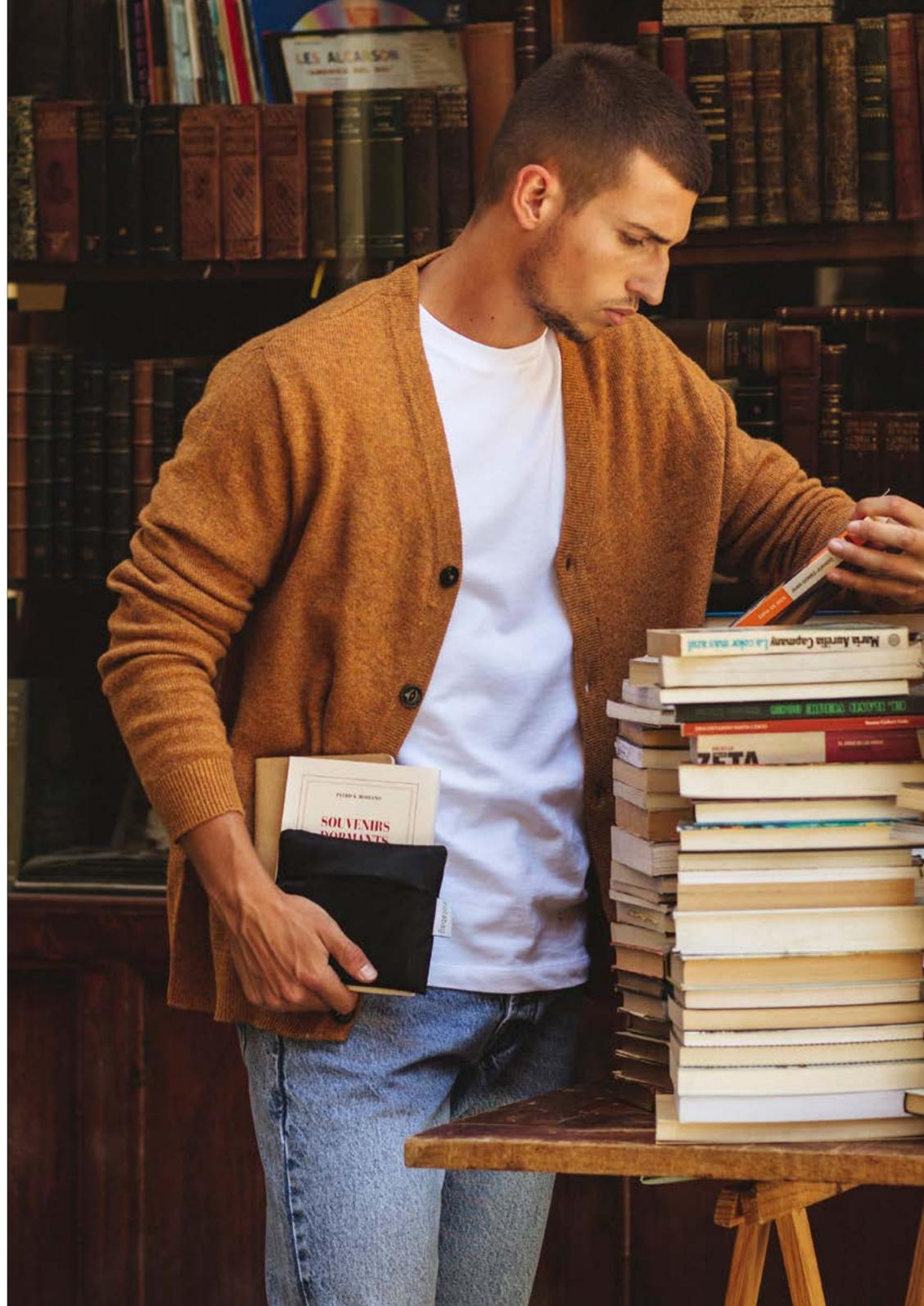
## Our latest addition: Notabag Recycled



Size: 45x65 cm  
Pouch size: 15,5x13 cm









**Notabag Recycled Mustard**  
SKU: NB-RE-MD  
EAN: 4260482331986



**Notabag Recycled Sage**  
SKU: NB-RE-SE  
EAN: 4260482331979



**Notabag Recycled Cornflower**  
SKU: NB-RE-CR  
EAN: 4260482331993



**Notabag Recycled Black**  
SKU: NB-RE-BK  
EAN: 4260482331962





## The Original

Notabag Original is the smart combination of a bag and a backpack. It transforms with a single pull on the straps, so you can put it on your back and free your hands.

Inside of the bag, there is an attached pocket where you can keep your wallet or your keys. When the bag is not in use, it folds into that pocket and becomes a hand-sized pouch.

This sleek, eco-friendly tote changes the rules, adapting to everyday life; practical and flexible like no other.

### Specifications:

- Cotton and rip-stop nylon
- Reusable/eco-friendly
- Water-resistant
- Machine-washable
- Handmade
- Multifunctional
- Carries easily 15 kg



**Meet the original  
in single and two-color.**



Size: 45x65 cm  
Pouch size: 15,5x13 cm



**Notabag Red**  
SKU: NB-O-RD  
EAN: 4260482330057



**Notabag Golden**  
SKU: NB-O-GNY  
EAN: 4260482331122



**Notabag Olive**  
SKU: NB-O-OE  
EAN: 4260482330286



**Notabag Olive/Raw**  
SKU: NB-OT-ORW  
EAN: 4260482330309



**Notabag Blue**  
SKU: NB-O-BE  
EAN: 4260482330231



**Notabag Yellow/Mint**  
SKU: NB-OT-YM  
EAN: 4260482330255



**Notabag Rose**  
SKU: NB-O-RE  
EAN: 4260482330293



**Notabag Olive/Rose**  
SKU: NB-OT-ORE  
EAN: 4260482330323



**Notabag Mint/Grey**  
SKU: NB-OT-MG  
EAN: 4260482330088



**Notabag Yellow/Grey**  
SKU: NB-OT-YG  
EAN: 4260482330101



**Notabag Raw**  
SKU: NB-O-RW  
EAN: 4260482330279



**Notabag Rose/Raw**  
SKU: NB-OT-RR  
EAN: 4260482330316



**Notabag Black**  
SKU: NB-O-BK  
EAN: 4260482330019



**Notabag Navy Blue**  
SKU: NB-O-NB  
EAN: 4260482331306



**Notabag Grey**  
SKU: NB-O-GY  
EAN: 4260482330026



**Notabag Wine Red**  
SKU: NB-O-WR  
EAN: 4260482331207



**Notabag Grey/Black**  
SKU: NB-OT-GB  
EAN: 4260482330071



**Notabag Forrest Green**  
SKU: NB-O-FG  
EAN: 4260482331269



**Simplicity meets joy:  
Our pattern collection.**



Size: 45x65 cm  
Pouch size: 15,5x13 cm



**Notabag Marine Stripes**

SKU: NB-P-ST

EAN: 4260482331160



**Notabag Marine Dots**

SKU: NB-P-MD

EAN: 4260482331443



**Notabag Golden Stripes**

SKU: NB-P-GST

EAN: 4260482331412



**Notabag Golden Dots**

SKU: NB-P-GD

EAN: 4260482331474



**Notabag Olive Stripes**

SKU: NB-P-OST

EAN: 4260482331382



**Notabag Olive Dots**

SKU: NB-P-OD

EAN: 4260482331504



**Notabag Blue Twist**

SKU: NB-P-BT

EAN: 4260482331757



**Notabag Peach Twist**

SKU: NB-P-PT

EAN: 4260482331764



**Notabag Green Sprinkle**

SKU: NB-P-GS

EAN: 4260482331788



**Notabag Black Sprinkle**

SKU: NB-P-BS

EAN: 4260482331771



**Notabag Black Brush**

SKU: NB-P-BB

EAN: 4260482331795



**Notabag Red Brush**

SKU: NB-P-RB

EAN: 4260482331801





**Special edition:  
Hello World collection**



Size: 45x65 cm  
Pouch size: 15,5x13 cm



FEATURED CITIES:

- AGRA** — TAJ MAHAL
- BARCELONA** — SAGRADA FAMILIA
- BEIJING** — FORBIDDEN CITY
- BERLIN** — BRANDENBURG GATE & TV TOWER
- DUBAI** — BURJ AL ARAB
- LONDON** — BIG BEN & PICCADILLY CIRCUS
- MOSCOW** — ST BASIL'S CATHEDRAL
- NEW YORK** — EMPIRE STATE BUILDING
- PARIS** — EIFFEL TOWER & MUSEE D'ORSAY
- ROME** — COLOSSEUM
- SYDNEY** — OPERA HOUSE
- VIENNA** — STATE OPERA



**Notabag Hello World Raw/Blue**

SKU: NB-CWHW-RW

EAN: 4260482331665



**Notabag Hello World Grey/Black**

SKU: NB-CWHW-GY

EAN: 4260482331641



**Notabag Hello World Rose/Red**

SKU: NB-CWHW-RE

EAN: 4260482331658

Notabag x The City Works

The Hello World Notabag features monuments from our favorite places around the globe. The intricate design by The City Works brings faraway sites such as the Opera House from Sydney or Sagrada Familia from Barcelona to life.





**The original's smaller sibling.  
For kids and adults.**



Size: 36x52 cm  
Pouch size: 12,5x10,5 cm



mini

**Notabag Mini Mint**  
SKU: NB-K-MT  
EAN: 4260482330170



mini

**Notabag Mini Red**  
SKU: NB-K-RD  
EAN: 4260482330194



mini

**Notabag Mini Yellow**  
SKU: NB-K-YW  
EAN: 4260482330200



**Notabag Reflective.  
Be seen. Be safe.**



Size: 45x65 cm  
Pouch size: 15,5x13 cm



**Notabag Reflective Black**

SKU: NB-R-BK

EAN: 4260482330118



**Notabag Reflective Mint**

SKU: NB-R-MT

EAN: 4260482330125



**Notabag Reflective Blue**

SKU: NB-R-BE

EAN: 4260482330248



**Notabag Reflective Yellow**

SKU: NNB-R-YW

EAN: 4260482330132

The Notabag Reflective is made with high visibility reflective material, which adds extra safety by keeping you visible when you're out and about at night.



**Notabag Reflective Mini.  
For kids and adults.**



Size: 36x52 cm  
Pouch size: 12,5x10,5 cm



mini



**Notabag Reflective Mini Mint**

SKU: NB-KR-MT

EAN: 4260482330217

mini



**Notabag Reflective Mini Yellow**

SKU: NB-KR-YW

EAN: 4260482330224

The smaller version of Notabag Reflective. It's made with high visibility reflective material, too. Be seen, be safe.

**Notabag Duffel:**

**One bag, three ways  
to carry it.**



## Simple. Smart. Adaptable.

The Notabag Duffel is our modern interpretation of a weekender and sports bag. It features our classic multi-functional strap so you can carry your bag in your hand, over your shoulder or on your back.

Whether it's for sports or travel, the minimal features will prove maximum usefulness. Made with sturdy materials in superior quality, the Notabag Duffel will last you for the years to come.

### Specifications:

- Size: 45x25 cm; Ø 25 cm
- Volume: 20 l
- Waterproof YKK zipper
- Matt aluminium buckles
- Cotton and rip-stop nylon
- Inner lining: 100% polyester
- Water-resistant
- Machine-washable
- Handmade
- Multifunctional

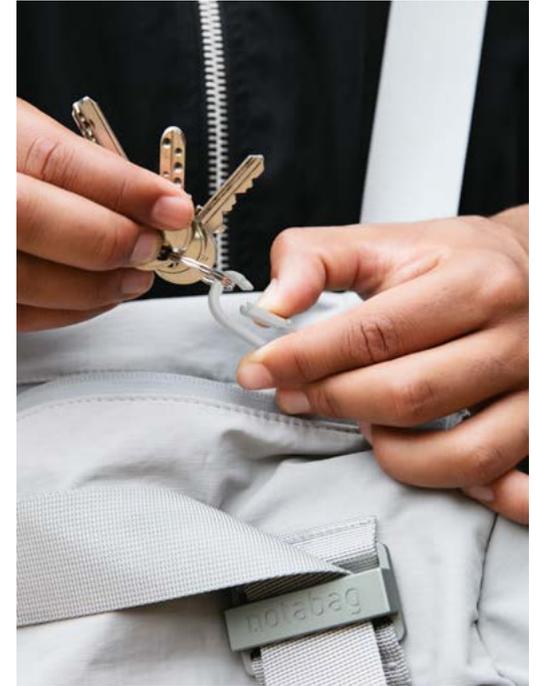


## Each item has its place:

←  
Your phone, spare change,  
and any other bits and pieces  
can all be carried in the re-  
movable pouch.



←  
Slip your yoga mat,  
umbrella, or skinny skate-  
board under the straps.  
No extra hands needed.



→  
Find your keys instantly,  
every time. They go on the  
convenient carabiner clip, just  
inside the zip.



→  
Your shoes stay  
separate, in the  
integrated, ventilated  
shoe compartment.

You can carry your Notabag Duffel in three ways:

IN YOUR HAND



ON YOUR BACK



OVER YOUR SHOULDER





**Notabag Duffel Black**  
SKU: NB-DB-BK  
EAN: 4260482331344



**Notabag Duffel Grey**  
SKU: NB-DB-GY  
EAN: 4260482331351

**Customization.**

**Make it your own.**



## Custom Notabag products

What a better way to make a statement or provide an unforgettable gifting experience with a product that everyone will love and use!

Notabag products make you stand out in the crowd. Their multifunction feature, provides your message with great visibility, whether you carry it as a bag, wear it as a backpack or a shoulder bag.

Their functionality and design is not only practical. It has gained international recognition by winning multiple design awards.

There are many ways to personalize your Notabag product. Let your creativity take the lead. The minimum custom order starts with 100 pcs per color or style.

Customization options:

- Screen print
- Reflective print
- Custom packaging
- Custom co-branded labels
- Custom color fabric





## Let's get in touch

You already have an idea for your own Notabag or need some inspiration?

Either way, let's get in touch and discuss how we can help you make a statement.

→ [sales@notabag.com](mailto:sales@notabag.com)

Some of the companies we have worked with:



**facebook.**

Google

GUGGENHEIM

Red Bull

**TED**



WIKIPEDIA

**POS Displays:**

**Made for your  
Notabags.**

## Notabag Wooden Display

SKU: POS-WD

EAN: 4260482331818



## New addition: Wooden display

Our POS wood display was created to present Notabag in a premium and sustainable way. It highlights the Notabag brand, allows for clear communication of features and provides the right exposure to individual products.



- For 10 Notabags
- Made of basswood
- Simple plug-in system, consists of only 3 elements
- 17 cm wide/30 cm high/34 cm deep
- Weight: 900 g
- Including 10 Notabag brochures

## Notabag Cardboard Display

SKU: POS-D10

EAN: 4260482331214



## Cardboard display

Our POS cardboard display was created to communicate Notabag features in a clear way, educate the consumer and provide the right exposure to individual products.



- For 20 Notabags
- Dark grey cardboard with matte finish
- 33 cm wide/42 cm high/32 cm deep
- Weight: 590 g



Don't be shy, we can be friends  
on social media, too.

 [facebook.com/notabag](https://facebook.com/notabag)

 [instagram.com/thenotabag](https://instagram.com/thenotabag)

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Design Patent (RCD)

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