

**b.**

# Targus x big group

A journey into the unknown

big group®



# Targus<sup>®</sup>

b.

Targus<sup>®</sup>

# Targus®

By establishing a Sustainability Roadmap to 2025, we build annual goals, monitor our progress and share best practices with transparency and mutual accountability throughout the organization.



# Targus®

4 million plastic bottles diverted from landfill and our oceans

Innovative products with biodegradable materials

Lifetime warranty with less than 1% return rate

Zero hazardous substances – RoHS compliant



Targus®

# Targus®

Targus is on a mission to recycle more plastic than any other bag manufacturer. Post-consumer plastic and biodegradable materials make up everything from the bag lining to the body and trim, without compromising our quality.

eco/smart  
TECHNOLOGY

b.

Targus



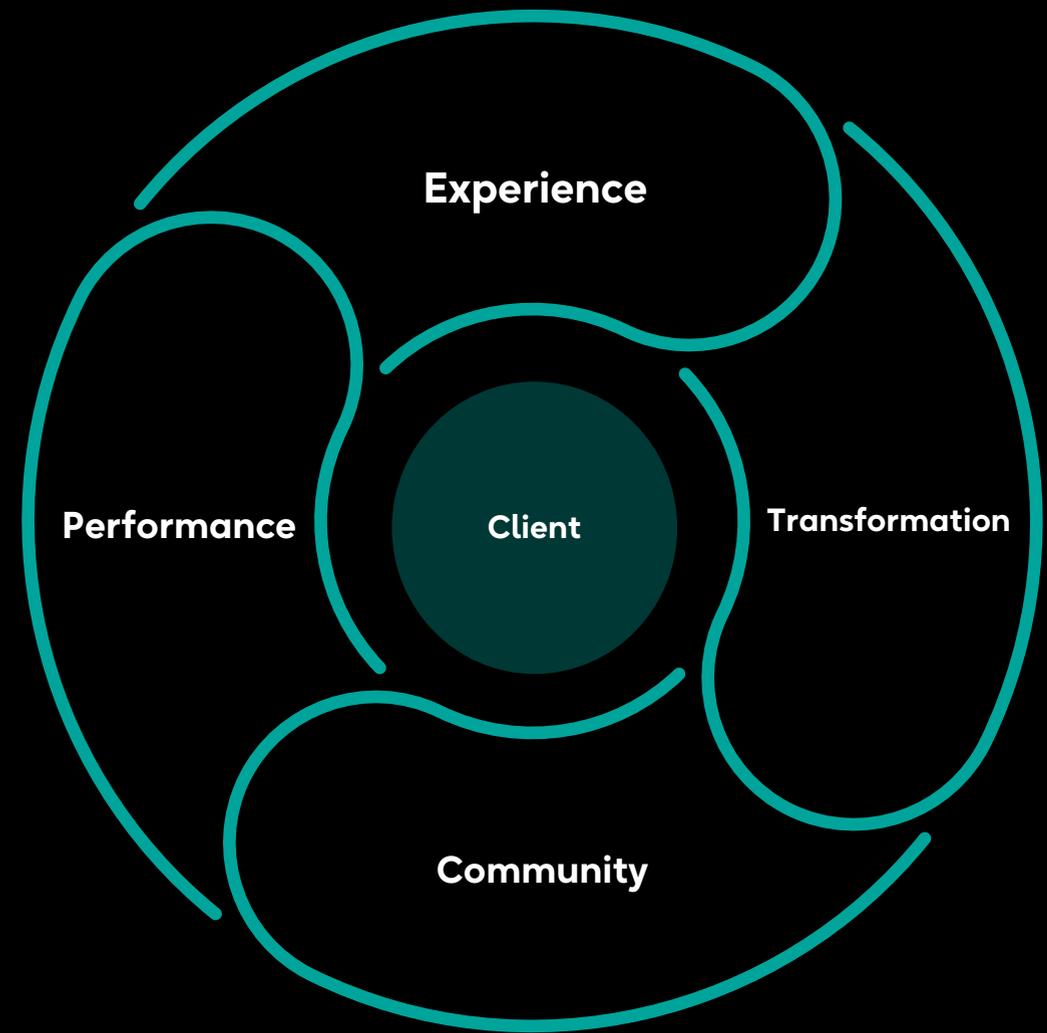
**big group**®



# big group<sup>®</sup>

We're Big Group - an independent, integrated agency. 170+ people, with offices in the UK and Europe.

We have a strong retail division and background but it's just part of a wider integrated offering.



**proactive collaboration**  
**a story of success**





end of life solutions  
taking responsibility

Targus®

# end of life solutions

Installed on every individual fixture

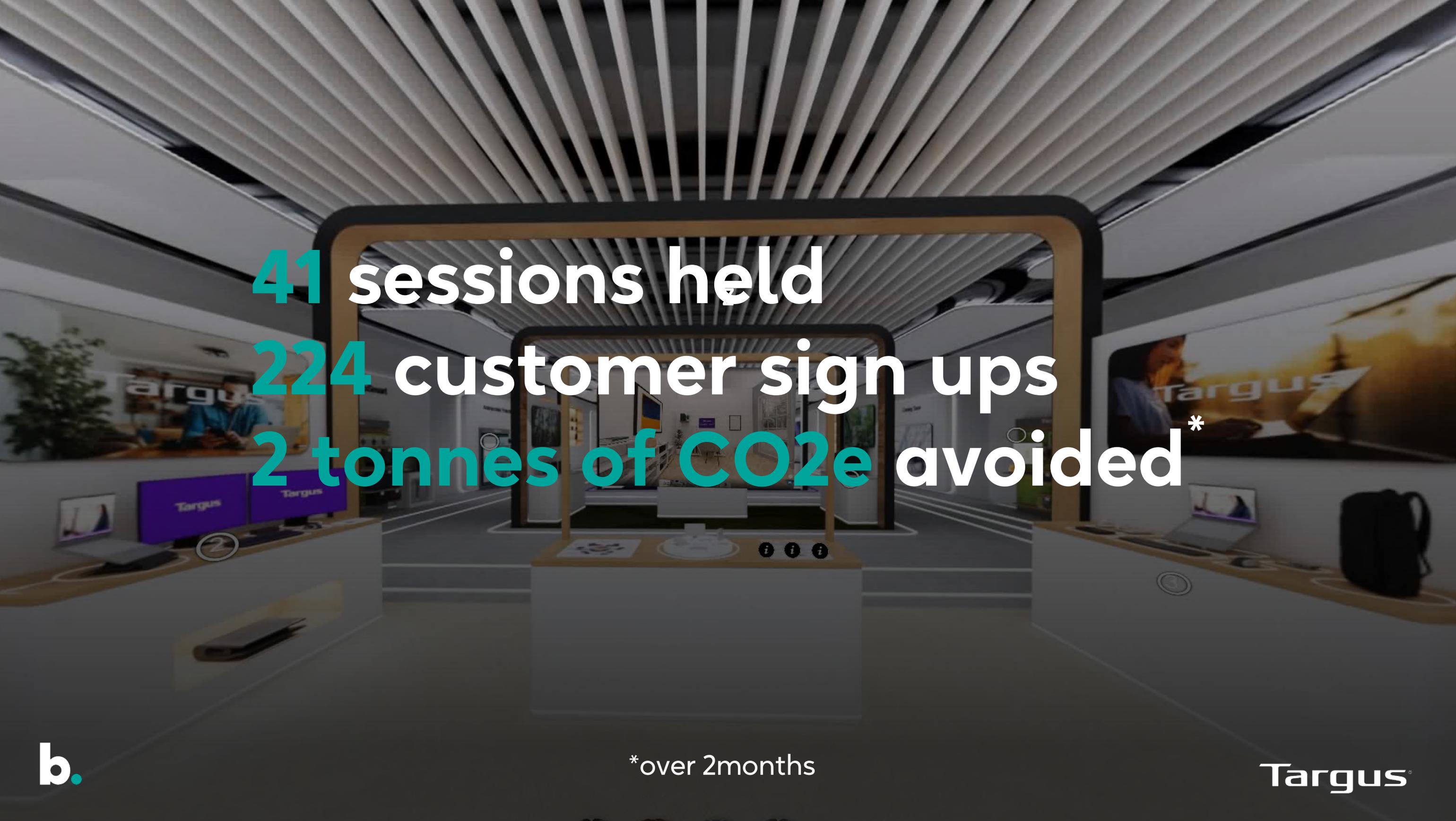
Method of disposal advise

Data and sustainability reporting



Targus®

# virtual store & mixed reality experiences



**41 sessions held**  
**224 customer sign ups**  
**2 tonnes of CO2e avoided\***

*"You've definitely one-upped teams, that's for sure!"*

– Nick, John Lewis

*"Thoroughly unique."*

– Joanne, PFH

*"Can I stay all day?"*

– Barry, Microwarehouse

*"This is so cool, so much better than just sitting through a presentation."*

– Lukas, Smarty





new challenges to solve

# Targus®

## solving them with retail technology



**Targus®**  
15.6" Sagano™ EcoSmart® Travel Backpack - Black/Grey



**Specifications**  
Works With 15.6" Laptops and under  
Colour Black/Grey  
Style Backpack  
Protection Level Good  
Collection Sagano™ EcoSmart®  
Dimensions 33 x 19 x 53 cm  
Weight 0.77 kg  
Material RPET 500  
Warranty Limited Lifetime Warranty  
EAN5951734040548  
Country of Origin China

**Ergonomic Comfort**  
To make your everyday commute more comfortable, we've incorporated a few key perks, including ergonomic shoulder straps, a mesh back panel to keep you cool, and a softy strap to easily attach the backpack to rolling luggage.



**Targus®**

**Targus®**  
15.6" Sagano™ EcoSmart® Travel Backpack - Black/Grey



**Sustainable Design**

**Scan here**

67% 83% 75% 50%

**Targus**



Targus®

# AR shopping experience



# AR shopping experience

Reduces shopfloor stock

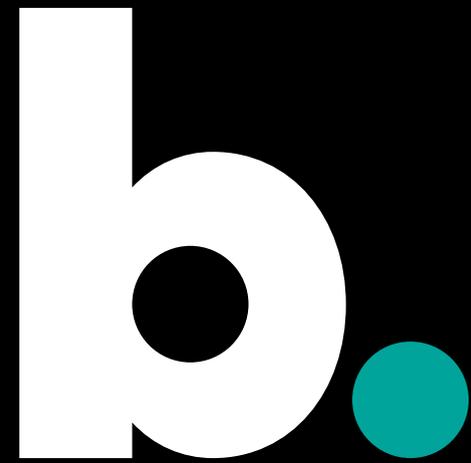
Allows D2C potential

Increases brand and category CX



**what next?**  
**we don't know**  
**but it's good to talk...**





**big group<sup>®</sup>**