

**BYK**  
PRODEL

CATALOGUE



# COLLECTIONS



**LAPTOP BACKPACK**



**GYM & SPORT  
BACKPACK**



**SCHOOL BACKPACK**





*A lifestyle-inspired bag collection for the modern mover. BYK combines contemporary Colors and design with practical features to support the dynamic routines of your key customers.*

## TARGET MARKET

- Young Professionals
- University and School Students
- Active Individuals

## CORE PRINCIPLE

- A perfect blend of function, style, and durability for work, university, gym, and travel.

## BYK Collection Overview

*A versatile range designed to meet every modern need.*

### LAPTOP BACKPACKS

Secure, sleek, and organized for the professional on the move.

### SCHOOL BACKPACKS

Durable, vibrant, and comfortable for daily academic life.

### SPORTS & GYM BAGS

Spacious, smart, and hygienic for the active individual.



**YOUR MOOD  
YOUR COLOR  
YOUR BAG**

# LAPTOP BACKPACK

*The mobile command center for the modern professional.*

## Technical Specifications



### BYK Laptop Backpack 15"

- **Dimensions:** 42 x 30 x 15 cm
- **Weight:** 1.5 kg



### BYK Laptop Backpack 13"

- **Dimensions:** 36 x 29 x 13 cm
- **Weight:** 1.17 kg



Easy to use



WaterProof



Robust Zippers



Unisex



Theft Proof



# LAPTOP BACKPACK

*The mobile command center for the modern professional.*

## KEY SELLING FEATURES

**Smooth  
Zippers**



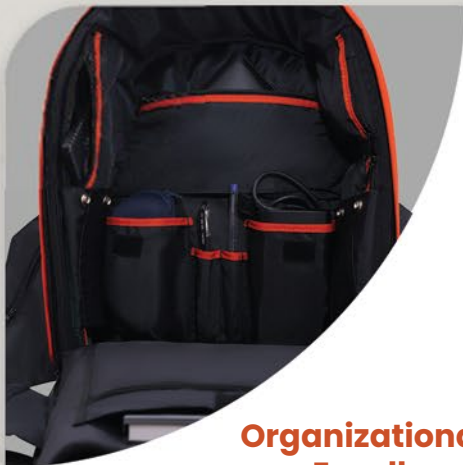
**10 internal  
Pockets**



**Comfortable  
Carrying Straps,  
Breathable Padding**



**Organizational  
Excellence**



**Washable**



**Flexible**



**Durable**



**Breathable**



**Travel Ready**



***YOUR DREAM  
YOUR GEAR  
YOUR BAG!***

- **Advanced Protection:** Hard-sided construction, padded laptop pocket, and a waterproof front zipper.
- **Enhanced Safety:** Reflective design for nighttime visibility.
- **Ultimate Organization:** Features 10 internal compartments, including a hidden anti-theft pocket.
- **Travel Ready:** Trolley-compatible sleeve for seamless airport navigation.
- **Durable & Comfortable:** Built with a reinforced handle and breathable back padding for extended wear.

# LAPTOP BACKPACK

*The mobile command center for the modern professional.*



**Waist Bag**

Extra item



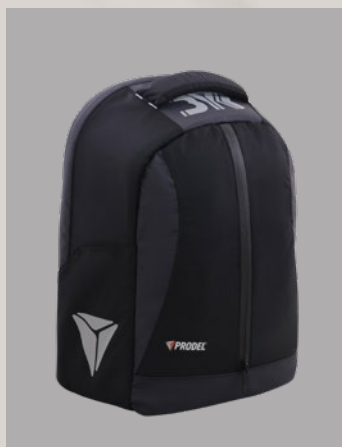
**Grey-Black**

13"



**Black-Orange**

13"



**Black-Grey**

13"



**Warm Grey-  
Black - 15"**



**Black-Orange**

15"



**Black-Grey**

15"



**Grey-Red**

15"



# SCHOOL BACKPACK



# SCHOOL BACKPACK

*Vibrant, durable, and ready for campus life and beyond.*

## Technical Specifications



- **Material:** 900D Polyester + PU Coating
- **Zippers:** SBS #8
- **Capacity:** 22 liters

- **Dimensions:** 43 x 30 x 15 cm
- **Weight:** 480g





## KEY SELLING FEATURES

- **Modern Style:** Minimalist design available in a range of vibrant colors.
- **Built to Last:** Crafted from durable, water-resistant 900D polyester with a protective PU coating.
- **Reliable Hardware:** Equipped with trusted SBS zippers for smooth, dependable use.
- **Comfort & Function:** Lightweight design with smart storage for effortless organization.





# SCHOOL BACKPACK

Vibrant, durable, and ready for campus life and beyond.

Digital Camouflage

Pheonix Red

Lavender Touch

Watery

Aqua Pure

Desert Dream

Snow Avalanche



Light Motion

Raw Bronze

Wild Grove

Abyss

Graphite Stealth

Terra Brown

Nocturne

# GYM & SPORTS BACKPACK



# SPORTS & GYM BAG

*The ultimate, versatile companion for fitness and travel.*

## KEY SELLING FEATURES

- **Dual-Carry Design:** Functions as a duffel or converts to a backpack with hideaway straps.
- **Unisex Appeal:** Sleek, functional design perfect for all users and activities.
- **Heavy-Duty Build:** Made from water-resistant and tear-resistant 900D fabric.
- **Smart Layout:** Multiple easy-access compartments and secure, high-strength zippers.







- **Hygienic Storage:** A dedicated, separate shoe pocket keeps footwear or dirty laundry isolated.

## Technical Specifications:

- **Material:** 900D Fabric
- **Dimensions:** 47 x 26 x 24 cm
- **Carry Style:** Handbag, Shoulder/Crossbody, Backpack



# The BYK Advantage for Retailers

## Why partner with BYK?



### Market-Focused Design

We create products your customers are looking for—functional, stylish, and dependable.



### Direct- From-Factory Value

As the manufacturer, we guarantee export-ready quality control, competitive pricing, and reliable stock.



### Lebanese Craftsmanship

Proudly designed and manufactured in Lebanon, ready for the global market.



### Full Retail Support

We provide the marketing assets you need to succeed.



# Retail Marketing Support Package

*We provide the tools you need to showcase the BYK collection and drive sales.*

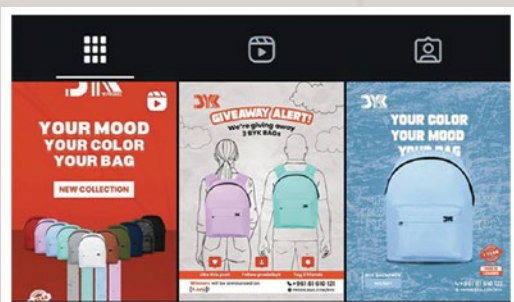
## 1. Signature Wooden Display Stand:

- **Premium Look:** Beautifully crafted from solid wood to create an elegant, inviting display.
- **Smart Design:** A multi-arm, tree-like structure provides 360° visibility for the full product range.
- **Space-Efficient:** A stunning vertical footprint maximizes impact while preserving valuable floor space.



## 2. Professional Marketing Posters:

- High-impact, ready-to-use posters for effective in-store promotion.
- Professionally designed to capture the BYK lifestyle and attract customers.



## 3. Marketing and advertising campaigns

- National advertising campaign on social media
- Store specific campaigns for eligible
- Participating partners
- Demand generation



# OWN THE JOURNEY

## Factory since 1999

*New brand but built on solid foundation of delivering high quality bags since 1999, Prodel® BYK is part of Prodel® BAG that is the leading company in Lebanon and Europe and Middle East in the manufacturing of food delivery bags and accessories*

For Registration:



Follow us on Instagram:

 **prodelbyk**

For collabs or bulk orders:

 **+961 81 610 121**