

notabag

**Autumn/
Winter
2024**

Catalog

Notabag x
Macarena
Luzi



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notabag

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

About Notabag

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 bag-backpack hybrid.

We are driven by the idea that functionally useful products improve our lives. It makes us extremely proud to be awarded and ranked among the best products in the German and international design landscape.

We're not just about the product. Making eco-conscious choices becomes obvious when the solutions are practical, aesthetic, and make our lives easier. As a member of 1% for the Planet organization, we commit 1% of our annual sales to environmental nonprofits.





Our Products

It all began with the Notabag Original: a smart combination of a bag and a backpack. Since then, we have been expanding our portfolio with innovative products, created especially for mindful and eco-conscious customers.

Each addition has been carefully thought-through, making sure we create items that add value and simplify daily life, while contributing to a positive impact on the environment.

In this catalog you will find information about our entire portfolio and details that make Notabag products stand out in the crowd. We invite you to explore our smart, simple and useful products.

Original



Bag & Backpack
in One.

Tote



Foldable. Durable.
Spacious.

Crossbody



Minimal. Convertible.
Recycled.

Crossbody Light



Light. Convertible.
Essential.

Keychain



Smart. Colorful.
Sustainable.

Macarena Luzi - Spark

NEW

Macarena Luzi is a Los Angeles-based artist known for her vibrant collages and illustrations in art, fashion, and commercial design. Her work is infused with a pop aesthetic and bold colors.

Macarena explores big shapes, bold colors, and dynamic movement, capturing a sense of play and opportunity. The energetic forms create a sort of organized chaos, resembling fireworks in the sky, inviting excitement and change.

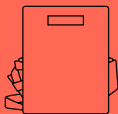
Available in:



Notabag Original



Notabag Tote



Notabag Crossbody
Light



Notabag Keychain

→ Order Now



Notabag Original

Bag & Backpack
in One.



Notabag 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 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 bag changes the rules, adapting to everyday life; practical and flexible like no other.

Available in these variations:

- Original
- Mini
- Recycled
- Reflective Mini
- Reflective



Notabag Original Specifications

- Handmade
- Reusable
- Water-resistant
- Machine-washable
- Patented design & functionality
- Holds up to 15kg
- Size Original: 45x65cm open / 13x15,5cm pouch
- Size Mini: 36x52cm open / 12,5x10,5cm pouch
- Available materials:
 - cotton/nylon mix
 - ripstop polyester
 - 100% recycled PET polyester
 - Reflective: backside detail & strap made out of high-visibility reflective material

→ Order Now



Notabag Spark
SKU: NB-O-ML-SK



Notabag Black
SKU: NB-O-BK



Notabag Grey
SKU: NB-O-GY



Notabag Navy Blue
SKU: NB-O-NB



Notabag Blue
SKU: NB-O-BE



Notabag Wine Red
SKU: NB-O-WR



Notabag Red
SKU: NB-O-RD



Notabag Rose
SKU: NB-O-RE



Notabag Forrest Green
SKU: NB-O-FG



Notabag Olive
SKU: NB-O-OE



Notabag Terracotta
SKU: NB-O-TA



Notabag Sand
SKU: NB-O-SD



Notabag Golden
SKU: NB-O-GNY



Notabag Grey/Black
SKU: NB-OT-GB



Notabag Sand/Terracotta
SKU: NB-OT-ST



Notabag Yellow/Grey
SKU: NB-OT-YG



Notabag Rose/Raw
SKU: NB-OT-RR



Notabag Recycled Black
SKU: NB-RE-BK
RECYCLED



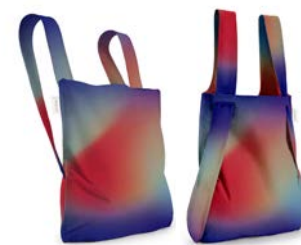
Notabag Recycled Cornflower
SKU: NB-RE-CR
RECYCLED



Notabag Recycled Mustard
SKU: NB-RE-MD
RECYCLED



Notabag Recycled Sage
SKU: NB-RE-SE
RECYCLED



Notabag Aurora
NB-P-AA
RECYCLED



Notabag Sunbeam
SKU: NB-P-SM
RECYCLED



Notabag Tour de France
SKU: NB-O-TDF



Notabag Fruit Salad
SKU: NB-O-PE-FS



Notabag Black Sprinkle
SKU: NB-P-BS



Notabag Green Sprinkle
SKU: NB-P-GS



Notabag Black Brush
SKU: NB-P-BB



Notabag Red Brush
SKU: NB-P-RB



Notabag Peach Twist
SKU: NB-P-PT



Notabag Golden Stripes
SKU: NB-P-GST



Notabag Olive Stripes
SKU: NB-P-OST



**Notabag Reflective
Black**

SKU: NB-R-BK
REFLECTIVE



**Notabag Reflective
Yellow**

SKU: NB-R-YW
REFLECTIVE

COMING
SOON



**Notabag Reflective
Navy blue**

SKU: NB-R-NB
REFLECTIVE



Notabag Mini Yellow

SKU: NB-K-YW
MINI



**Notabag Reflective
Mini Yellow**

SKU: NB-KR-YW
MINI REFLECTIVE





Notabag Tote

Foldable. Durable.
Spacious.

Notabag Tote

Notabag Tote is a foldable shopping bag made for daily adventures. It is a strong, lightweight, and water-resistant companion. Spacious and functional, it's designed for when you need extra space.

When it is not in use, it folds into its attached pocket. Use it, reuse it, and, most of all, have fun with it.

Available in these variations:

→ Original → Recycled



Notabag Tote Specifications

- Handmade
- Reusable
- Water-resistant
- Machine-washable
- Holds up to 20kg
- Volume 21L
- Size:
 - 39x32,5cm high (without handles)
 - handles height: 24cm
 - pouch size: 14x11cm
- Available materials:
 - cotton/nylon mix
 - ripstop polyester
 - 100% recycled PET polyester

→ Order Now



Notabag Tote Spark
SKU: NB-T-ML-SK



Notabag Tote Terracotta
SKU: NB-T-TA



Notabag Tote Sand
SKU: NB-T-SD



Notabag Tote Black
SKU: NB-T-BK
RECYCLED



Notabag Tote Cornflower
SKU: NB-T-CR
RECYCLED



Notabag Tote Mustard
SKU: NB-T-MD
RECYCLED



Notabag Tote Sage
SKU: NB-T-SE
RECYCLED



Notabag Tote Aurora
SKU: NB-T-P-AA
RECYCLED



Notabag Tote Sunbeam
SKU: NB-T-P-SM
RECYCLED



Notabag Tote Tour de France
SKU: NB-T-TDF



Notabag Tote Fruit Salad
SKU: NB-T-PE-FS



Notabag Tote Black Brush
SKU: NB-T-P-BB



Notabag Tote Red Brush
SKU: NB-T-P-RB



Notabag Tote Peach Twist
SKU: NB-T-P-PT



Notabag Tote Marine Dots
SKU: NB-T-P-MD



**Notabag Tote
Golden Stripes**
SKU: NB-T-P-GST



**Notabag Tote
Golden Dots**
SKU: NB-T-P-GD



**Notabag Tote
Olive Stripes**
SKU: NB-T-P-OST



**Notabag Tote
Olive Dots**
SKU: NB-T-P-OD



**Notabag Tote
Green Sprinkle**
SKU: NB-T-P-GS



**Notabag Tote
Black Sprinkle**
SKU: NB-T-P-BS





Notabag Crossbody

Minimal. Convertible.
Recycled.

Notabag Crossbody

Carry it over your shoulder, across your body, in your hand, or even around your waist.

It's the perfect format for your everyday accessories, and if you need extra space simply pop the buttons and unfold it to laptop size.

There's a carabiner clip for your keys, two inner pockets, and our classic multifunctional strap — all the discrete and practical details you'd expect from a Notabag.

The bag and strap materials are 100% recycled. Isn't that just what we do with plastic bottles nowadays?



Notabag Crossbody Specifications

- Handmade
- Reusable
- Water-resistant
- Machine-washable
- Patented design & functionality
- Size:
 - 17,5x28cm
 - extended size: 40x28cm
- Available materials:
 - 100% recycled PET polyester

→ Order Now



**Notabag Crossbody
Cream**
SKU: NB-CB-CM
RECYCLED



**Notabag Crossbody
Black**
SKU: NB-CB-BK
RECYCLED



**Notabag Crossbody
Navy Blue**
SKU: NB-CB-NB
RECYCLED



**Notabag Crossbody
Fern Green**
SKU: NB-CB-FG
RECYCLED



**Notabag
Crossbody Copper**
SKU: NB-CB-CR
RECYCLED

Notabag Crossbody Light

Light. Convertible.
Essential.

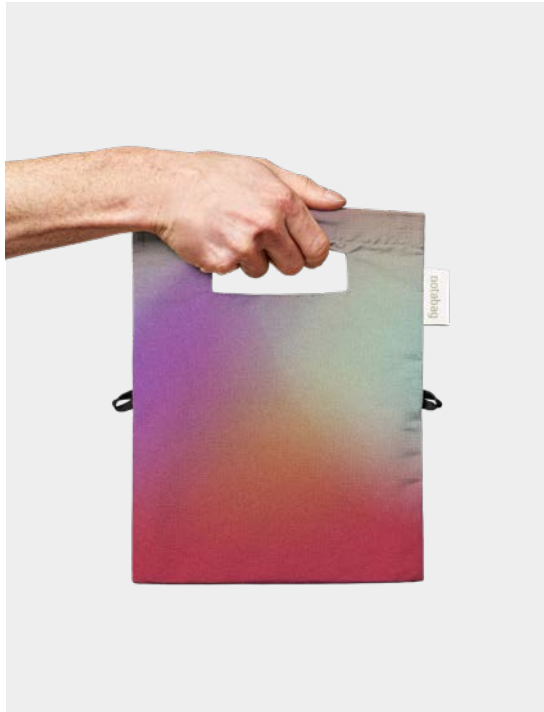
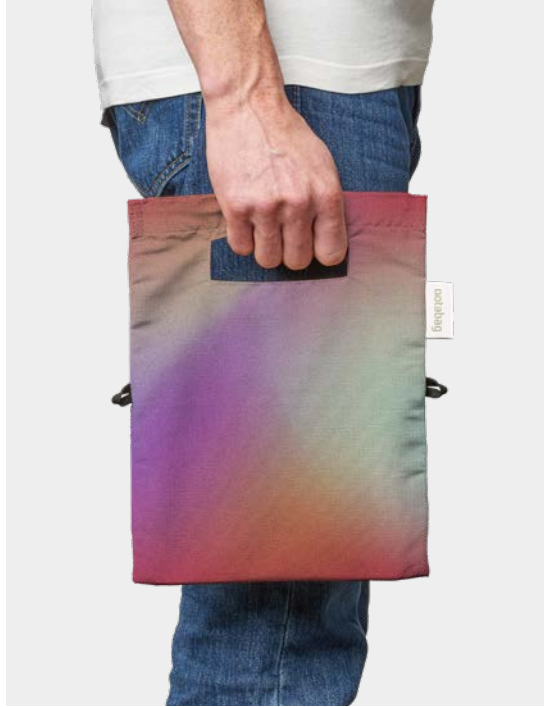


Notabag Crossbody Light

Crossbody Light is a mini addition to our beloved crossbody collection. Sized to fit your essentials and keep them secure at all times.

Wear it over your shoulder, across your body, in your hand, or even around your waist. Unclip the adjustable strap to create a handy pouch. For extra space, simply grab it by the handle to expand its size.

This crossbody is so light and compact, you won't even notice you're carrying one.



Notabag Crossbody Light Specifications

- Handmade
- Reusable
- Water-resistant
- Machine-washable
- Size:
 - 21x13cm
 - extended size: 21x27cm
- Available materials:
 - ripstop polyester
 - 100% recycled PET polyester
- Strap material:
 - polyester webbing

→ Order Now

NEW



Notabag Crossbody Light Spark

SKU: NB-CBL-ML-SK



Notabag Crossbody Light Aurora

SKU: NB-CBL-AA

RECYCLED



Notabag Crossbody Light Sunbeam

SKU: NB-CBL-SM

RECYCLED



Notabag Crossbody Light Tour de France

SKU: NB-CBL-TDF

A close-up photograph of a person's hand tucked into the pocket of light-colored trousers. A green lanyard with a white cloud-like pattern is looped around the hand. Attached to the lanyard is a black carabiner clip, which holds a set of keys. The scene is lit with warm, golden light, creating soft shadows.

Notabag Keychain

Smart. Colorful.
Sustainable.

Notabag Keychain

A smart, colorful and sustainable accessory to match your favorite Notabag or add a splash of personality to your outfit.

Created using upcycled materials from our production, the Notabag Keychain seamlessly blends style with functionality. Its convenient hook closure guarantees easy attachment to your bag, granting you fast access and secure storage.

Express your individuality, stay organized and keep your essentials within reach – all with one delightful accessory.



Notabag Keychain Specifications

- Handmade
- Reusable
- Water-resistant
- Machine-washable
- Includes a button to open and secure it to your bag, jeans, stroller, hand wrist etc.
- Alloy carabiner with hook closure for easy and safe attachment
- Fits at least 10 keys
- Size: 20,3x2,7cm
- Available materials:
 - cotton/nylon mix
 - ripstop polyester
 - 100% recycled PET polyester



**Notabag Keychain
Spark**
SKU: NB-KC-ML-SK



**Notabag Keychain
Terracotta**
SKU: NB-KC-TA



**Notabag Keychain
Black Sprinkle**
SKU: NB-KC-P-BS



**Notabag Keychain
Green Sprinkle**
SKU: NB-KC-P-GS



**Notabag Keychain
Roads**
SKU: NB-KC-MA-RS



**Notabag Keychain
Landscape**
NB-KC-MA-LE



**Notabag Keychain
Fruit Salad**
SKU: NB-KC-PE-FS



**Notabag Keychain
Aurora**
SKU: NB-KC-AA
RECYCLED



**Notabag Keychain
Sunbeam**
SKU: NB-KC-SM
RECYCLED



**Notabag Keychain
Tour de France**
NB-KC-TDF

→ Order Now

Notabag Customization

Stand out from
the crowd!



Custom Notabag

Maximize your brand's reach with your own sustainable and award-winning Notabag products. Whether it's promotional items, corporate swag, or distinctive gifts you seek, connect with us to create a unique experience.

Or perhaps you want to offer an individual design in your own shop? We can make that happen – our flexible turnaround times will surprise you!

All of our products can be customized and there are many ways to personalize your Notabag product.

Customization options:

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



Make it your own!

Over the years, we've been privileged to partner with a diverse range of customers, from dynamic startups to industry-leading Fortune 500 companies. We deeply value the trust our partners place in us.

Do you already have an idea for your own Notabag, or do you need some inspiration?

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

Or simply request a quote here:

→ Request a quote now

Let's create something beautiful and useful together!





Notabag in Retail

Engaging POS tools for
a success in your store.

Large 2 Sided Display

NEW
PRODUCT

This two-sided display is intended to offer a modular product placement and it can be used to showcase the entire product selection at once:

- Notabag Original
- Notabag Tote
- Notabag Keychain
- Notabag Crossbody
- Notabag Crossbody Light

The pouch trays are intended for all packaged products, such as Notabag Original, Tote, or Crossbody. The hanger is for our Keychain products. There is also an opportunity to hang an open Notabag Original on the side with the T-Shape hanger.

→ Order Now

- Specifications**
SKU: POS-LTS
- Holds 41 products
(32 pouches,
8 keychains & 1 bag)
 - Modular parts for
personalized presentation
 - A5 promotional card
→ 49x32x80cm
(fully assembled)
→ Weight: 9800g



POS Displays and Materials

We want you to succeed with Notabag. To help you do that, we continue on improving our POS materials.

Our displays are designed to communicate Notabag features in a clear way and to provide optimal product exposure. They are intended to educate the consumer, ensuring they make an informed and satisfactory purchase decision.

Apart from display options, each order allows for complimentary brochures. Our online B2B platform offers the latest assets. With every launch we provide engaging photography visuals and information to help you engage customers with our products.

→ Order Now



← Cardboard Display SKU: POS-D

- Holds 20 products
- Cardboard with matte finish
- 33x42x32cm (LxWxH)
- Weight: 590g
- Free with first order

→ Wooden Display SKU: POS-WD

- Holds 10 products
- Simple plug-in system
- Basswood material
- 17x30x34cm (WxHxD)
- Weight: 680g


← ZigZag Display SKU: POS-ZZ

- Holds 12 products
- White aluminum with matte finish
- 28,8x30,7x5cm (LxWxH)
- Weight: 310g

→ Promotional Brochure Set ST-KIT-BRO

- Set of 25 brochures
- 300g white kraft paper
- A6 format





More About Notabag

Notabag's story,
presence and impact.

Notabag 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 the idea to create the original tote bag-backpack hybrid was born.



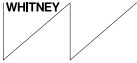

He wanted a simple solution that could fit in his pocket, so he could use it only when needed. Smaller and less cumbersome than a normal backpack, but practical and easier to carry than a tote bag, Notabag came to life.



Notabag Worldwide

We are located in Frankfurt, Germany. With a global presence of over 1200 retailers, Notabag products can be found almost everywhere in the world.

Here are a few clients and retailers that have chosen to work with Notabag.

barbican	GUGGENHEIM	 Lufthansa
MoMA	NORDSTROM	Google
PALAIS DE TOKYO	Vitra Design Museum	ING 
Merci	<i>galeries lafayette</i>	
	Eurowings discover.	TED



Positive Impact

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. And, by choosing sustainable products, you are contributing to a more sustainable world.

To us, sustainability is about creating virtuous circles and giving back is part of that: as a member of the 1% for the Planet network, we commit 1% of our annual sales to environmental nonprofits.



Our 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.

Our daily communication reinforces transparency and our confidence that our products are made ethically and to high-quality standards.



What's Next?

We value our partnerships and want each of our partners to succeed with Notabag. We're excited to grow with you and promise to do our best to support you.

Notabag has an exciting year ahead during which we will introduce new launches, new products and partnerships. We can't wait to experience it with you!

If you have any questions, please don't hesitate to reach out to us: sales@notabag.com or register directly on our online platform for retailers:

www.b2b-notabag.com



Thank you!

Moinch GmbH c/o Notabag
Eschenheimer Anlage 25a
60318 Frankfurt am Main
+49 6924 7429 911

www.b2b-notabag.com
www.notabag.com

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

 facebook.com/notabag

 instagram.com/thenotabag

 linkedin.com/company/notabag

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