



CASE STUDY: CONSUMER ELECTRONICS

There's a reason this folio won an award.

The Challenge

Logitech was looking to marry design and technology to create a product that considered every aspect of how people use an iPad case.

Key Requirements

- + Design for Manufacturing Support
- + Materiality
- + Material Experience

The Discovery

Material ConneXion worked closely with Logitech to source materials that were appealing and on-trend, but also durable enough to protect the iPad while on the go. Inner linings for extreme weather apparel and backpack fabrics provided the needed performance, and a liquid repellent coating was selected to treat the high-end fabrics and keep it looking new longer.

The Material Solution

The Logitech FabricSkin Keyboard Folio was awarded the #1 selling keyboard for iPad in its category, featuring the first Bluetooth keyboard with keys seamlessly fused into an interior fabric.

The integrated and seamless design speaks to people who desire a unique yet enhanced mobile experience and the carefully chosen fabrics and colors allow individuals to express style and character. - Core77 Design Directory

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