

NEWS

For Immediate Release

Contact: Calvin Bond, Backbone Media

calvin.bond@backbone.media

(970) 963-4873, ext. 262

Matador's New SEG28 Overhauls Award-Winning Series

BOULDER, Colo. (Feb. 20, 2023) – [Matador Travel Equipment](#), the award-winning producer of high-performance travel equipment, today launched the [SEG28 Backpack](#), an innovative 28-liter bag designed for hyper-organized travel and everyday carry. The SEG28 overhauls Matador's award-winning SEG series, offering the unique architecture the series is known for, with a multitude of new features for adventure travelers.

"The SEG28 isn't an update – it's a completely new design," said Chris Clearman, founder and CEO of Matador. "We listened to the feedback and spent years in the lab crafting this one. It not only incorporates better, more sustainable materials – but it also offers more features designed to meet the needs of travelers."

Made with recycled bluesign® -certified materials, the SEG28 features four external-access segmented pockets which allow users to organize contents by type, day or size. A clamshell undercarriage offers separation for large or dirty items like shoes and laundry. Designed for the daily or the long-haul, the SEG28 includes a breathable back panel and shoulder straps, plus a sternum strap and removable hip belt. The bag also offers an array of useful features including:

- Top-access padded laptop pocket
- Top-access essentials pocket with organization options
- Concealed stash pocket hidden behind back panel
- Luggage pass-through
- Water bottle pocket
- Dual V-compression straps (two per side)
- Carry handles on top, bottom, back and side
- YKK® PU-coated sealing zippers with zipper security loops on all external pockets.
- Hypalon tether loops

At a 28-liter volume, the SEG28 is carry-on compliant and is also an ideal size for everyday usage.

"Coming hot off the heels of our [Globerider45](#), the SEG28 offers a nimbler option that's ideal whether you're headed to the office or out on a weekender," continued Clearman. "Our SEG series just got better – and there's more coming."

The Matador SEG28 (MSRP: \$249.99) is available now at select retailers and online at <http://www.matadorup.com/>.

###

About Matador Travel Equipment

Matador designs high-performance travel equipment designed for objective-based travel. The team's strengths in design, material technology, and construction give them an edge in developing innovative products that bring outdoor expertise to the pursuit of travel. For more information about Matador, visit www.MatadorUp.com.