



WD Elements™

Portable Storage

## Retail Setup Sheet

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<b>Product Brand Name</b>	<b>WD Elements™</b>
<b>Product Category</b>	Portable Storage
<b>Headline</b>	Simple, fast, and portable
<b>Product Title</b> (32- and 100-characters)	<p>32 Characters: 1TB WD Elements™ USB 3.0 portable storage plus 16GB USB flash drive</p> <p>32 Characters: 2TB WD Elements™ USB 3.0 portable storage plus 16GB USB flash drive</p> <p>32 Characters: 1TB WD Elements™ USB 3.0 portable storage plus 32GB USB flash drive</p> <p>100 Characters: 1TB WD Elements™ USB 3.0 high-capacity portable storage for Windows plus 16GB USB flash drive</p> <p>100 Characters: 2TB WD Elements™ USB 3.0 high-capacity portable storage for Windows plus 16GB USB flash drive</p> <p>100 Characters: 1TB WD Elements™ USB 3.0 high-capacity portable storage for Windows plus 32GB USB flash drive</p>
<b>Product Overview</b>	WD Elements™ portable hard drives with USB 3.0 and Cruzer Blade USB flash drive offer reliable, high-capacity storage to go for large media collections; plus portable storage for your favorite files.
<b>Feature bullets</b> (Place at top of product page, above the fold. Listed in order of importance.)	<ul style="list-style-type: none"> <li>• USB 3.0, USB 2.0 compatible</li> <li>• Improve PC performance</li> <li>• WD quality and reliability</li> </ul>
<b>Long - full-feature copy</b>	<p>The small, lightweight designs, offer high-capacity storage for large media collections, plus portable storage for your favorite files; making them the ideal companion for consumers on the go.</p> <p><b>USB 3.0 and USB 2.0 compatibility</b> – You get compatibility with the latest USB 3.0 devices and backward compatibility with USB 2.0 devices as well.</p> <p><b>Improve PC performance</b> – When your internal hard drive is almost full your PC slows down. Don't delete files. Free up space on your internal hard drive by transferring files to your WD Elements portable hard drive and get your laptop moving again.</p> <p><b>WD quality inside and out</b> – We know your data is important to you. So we build the drive inside to our demanding requirements for durability, shock tolerance, and long-term reliability. Then we protect the drive with a durable enclosure designed for style and protection.</p> <p><b>Formatted for Windows®</b> – Formatted NTFS and compatible with Windows 10, Windows 8.1, Windows 7. Can be reformatted for Mac® or other operating systems.</p>
<b>Ideal for</b>	<ul style="list-style-type: none"> <li>• Adding extra storage for your videos, music, photos, and files.</li> <li>• Transferring large amounts of data at maximum speed with USB 3.0</li> </ul>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Fast data transfers</li> <li>• High capacity in a compact design</li> <li>• Plug-and-play ready for Windows® PCs</li> <li>• WD quality inside and out</li> </ul>
<b>Compatibility</b>	<ul style="list-style-type: none"> <li>• Formatted NTFS for Windows® 10, Windows 8.1, Windows 7</li> <li>• Reformatting may be required for other operating systems.</li> </ul> <p>Note: Compatibility may vary depending on user's hardware configuration and operating system.</p>
<b>Packaging Contents</b>	<ul style="list-style-type: none"> <li>• Portable hard drive</li> <li>• 16GB Flash drive or 32GB Flash drive</li> <li>• USB 3.0 cable</li> <li>• Quick install guide</li> </ul>
<b>Search Keywords</b>	WD, Western Digital, WD Elements, WD Elements, USB 3.0, SuperSpeed USB 3.0, USB 2.0, portable drive, portable hard drive, hard drive, external hard drive, portable storage, USB drive, SanDisk Cruzer Blade, sandisk cruzer, cruzer blade, cruzerblade, usb flash drive,



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<b>Product Specifications</b>	Average latency	N/A
	Average read seek	N/A
	Battery	No
	Cache/Buffer	N/A
	Interface transfer rate	5 Gb/s (maximum)
	Disk Capacity	N/A
	Drive Bays	N/A
	Interfaces	N/A
	Memory	N/A
	Processor	N/A
	Rotational Speed	N/A
	Tape Drive	N/A
	Write Speed	N/A
<b>Product Dimensions</b>	Length	4.4 in (111 mm)
	Width	3.2 in (82.4 mm)
	Height: 1TB, 2TB	0.59 in (15 mm)
	Weight: 1TB, 2TB	0.29 lb (0.13 kg)
<b>Colors available</b>		N/A
<b>Country Code / Origin</b>	USB Flash Drive	Product of China
<b>Country Code / Origin</b>	WD Elements	Product of Thailand or Product of Malaysia
<b>Environmental Specifications</b>	Operating Temperature	5° C to 35° C
	Non-op Temperature	-20° C to 65° C
	Operating relative humidity	N/A
	Non-operating relative humidity	N/A
<b>Power Specifications</b>	AC input voltage (AC adapter)	N/A
	AC input frequency	N/A
<b>Languages for software</b>		N/A
<b>Languages for User Manual</b>		N/A
<b>Licenses Included</b>		N/A
<b>Limited Warranty**</b>	Pan Am	2 years
	EMEA	2 years
	Australia/New Zealand	2 years
	APAC	2 years
	Japan	2 years
<b>Previous Product Model</b>	Product Name	N/A
	Ref Order Number	N/A
<b>Regulatory</b>	NRCAN compliant	N/A
	RoHS compliant*	Yes
<b>Software included</b>		N/A

\*WD complies with the Restriction of Hazardous Substances (RoHS) Directive 2002/95/EC of the European Parliament, which is effective in the EU beginning July 1, 2006. RoHS aims to protect human health and the environment by restricting the use of certain hazardous substances in new equipment, and consists of restrictions on lead, mercury, cadmium, and other substances.

\*\*The term of the limited warranty depends on the country in which the Product was purchased. Visit our website at <http://support.wdc.com/warranty/policy.asp> for the detailed terms and conditions of our limited warranty and for a list of the specific countries in these regions.



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Packaging Specifications		English	EU	Metric
Retail box size	Face width	4.88 in	124 mm	124 mm
	Shelf depth	1.57 in	40 mm	40 mm
	Face height	5.71 in	145 mm	145 mm
Retail box weight (max)	1TB, 2TB	0.55 lb	0.25 kg	0.25 kg
Master Carton size	(L x W x H)	9.06 x 5.12 x 6.10 in	230 x 130 x 155 mm	230 x 130 x 155 mm
Master Carton weight	1TB, 2TB	3.01 lb	1.37 kg	1.37 kg
Packages per Master Carton		5	5	5
Cartons per pallet	EMEA	----	210	----
	PAN-AM, APAC, JAPAN	266	----	266
Pallet load size	EMEA (L x W x H)	----	1200 x 800 x 1212 mm	----
	PAN-AM, APAC, JAPAN (L x W x H)	47.99 x 40.00 x 47.72 in	----	1219 x 1016 x 1212 mm
Pallet load weight	EMEA 1TB, 2TB	----	304.07 kg	----
	PAN-AM, APAC, JAPAN 1TB, 2TB	854.55 lb	----	387.62 kg



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REGION	CAPACITY*	MODEL NUMBER	UPC	EAN-13 CARTON UPC	EAN-14 CARTON UPC
WORLDWIDE (excludes PAN-AM)	1TB w/ 16GB USB	WDBUZG0010BBK-WEBN	7 18037 86199 9	10 71803 78619 9	10 71803 78619 96
	1TB w/ 32GB USB	WDBUZG0010BBK-WE32	7 18037 86276 7	10 71803 78627 6	10 71803 78627 64
PAN-AM	2TB w/ 16GB USB	WDBU6Y0020BBK-NEDP	7 18037 85854 8	10 71803 78585 4	10 71803 78585 45

Note: Not all products may be available in all regions of the world.

\* As used for storage capacity, one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. As used for buffer or cache, one megabyte (MB) = 1,048,576 bytes. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, megabit per second (Mb/s) = one million bits per second, and gigabit per second (Gb/s) = one billion bits per second. Effective maximum SATA 3 Gb/s or 1.5 Gb/s transfer rate calculated according to the Serial ATA specification published by the SATA-IO organization as of the date of this specification sheet. Visit [www.sata-io.org](http://www.sata-io.org) for details.