

Advanced Hybrid Technology by Samsonite 'Tough yet Light - Soft yet Strong'



For more than 100 years, Samsonite® has been creating luggage to satisfy today's consumer's four primary criteria when selecting luggage – solidity, weight, comfort and capacity. With a relentless determination to rise to the challenge to produce durable yet lightweight luggage, in 2011, Samsonite introduces another breakthrough innovation - Advanced Hybrid Technology (AHT).

Samsonite is already known for using Hybrid technology which combines the benefits of hardside with softside luggage. The first generation Hybrid technology ranges Cordoba™ and Sahara™ were a resounding success. But for the Research and Development teams at Samsonite, although Hybrid was great, they felt it could be made even better, so set about developing a technology which delivered the perfect synergy of soft and hard. The result was AHT.

AHT has enabled the development of the next generation of *durable, yet extremely lightweight* luggage pieces and truly innovative products to exceed the expectations and needs of the consumer - Cordoba Duo™ and Sahara Regeneration™ .

This combination of protection and durability with lightweight and expandable capacity helps consumers avoid excess luggage costs and travel the world as easily and as stress free as possible. Indeed the lightest cabin sized case in the collection is a mere 2,4kg, so packing that extra pair of shoes or couple of shirts is never a concern.

Whilst they differ in design detail and shape, these two new collections both have a moulded internal hard shell and an exterior covered with strong fabric which gives them the three-fold benefit of being strong, light and flexible.

Forever mindful to understand and meet the needs of the consumer, Samsonite recognises that in addition to advancing technology, the smallest details can make a big difference in luggage design. For example, the additional internal and external pockets allow for effortless organisation and comfortable traveling. Final touches such as a soft-to-touch moulded zip for comfort and integrated combination lock accepted by the TSA, ensure the collections stand out from the crowd.

-ENDS-





For more information please call or email:

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NOTES TO EDITORS:

Launched in 2010, Cubelite™ joins a host of other exceptionally strong and light hardside ranges such as Cosmolite™, made of the exclusive Curv® material. Cosmolite is the winner of the Red Dot Design Award ‘Best of the Best 2010’ proving that the ‘future is light’.

HISTORY: Samsonite was created in 1910 by entrepreneurial Colorado native Jesse Shwayder, and was first called the Shwayder Trunk Manufacturing Company. Shwayder quickly recognised the financial opportunities in the growing luggage market due to the 'Gold Rush', which saw more and more people traveling from coast to coast to seek their fortunes. With a longstanding history of breakthroughs in luggage development the brand has always been a leader in polypropylene suitcases but also continues to develop a wide range of polycarbonate products. The leader in ground-breaking designs, in 2010, Samsonite introduced B-Lite™, its lightest ever softside suitcase.

FIRSTS: Samsonite is renowned for a number of ground breaking innovations. These include the 1969 launch of the first Samsonite polypropylene case named Saturn® with injection-moulded shells. This revolutionary design later became the most widely accepted way to produce modern hardside luggage. In 1974 the first Samsonite suitcase on wheels named Silhouette® was introduced. Then in 2008, Samsonite launched their lightest and strongest award-winning luggage range, Cosmolite, made famous for its innovative Curv® material.

TODAY: Samsonite offers its customers hundreds of product lines in 55 countries in EMEA and in over 120 countries across the world.

www.samsonite.com (markets to also insert local Samsonite URL)

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