

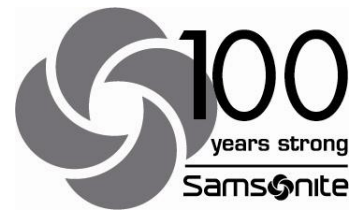
Samsonite's Itineris: Introducing the robust luggage collection



Samsonite, the world's leading luggage brand, introduces Itineris in its centenary year – a new contemporary and elegant hardside luggage collection for executive travelers who love the minimalist look.

Samsonite's Itineris is a stylish collection of six robust cases, featuring hand luggage and large travel cases, and is available in bronze, silver and black with a dazzling matt and distinctive metallic look. The collection is available throughout Europe and includes four spinner models and two upright models from 55cm to 82cm and ranges in price from **xx to xx**.

Samsonite, renowned for 100 years of unrivalled strength and durability, challenged its engineers to find a material which could produce the ultimate strength luggage. Samsonite's Itineris is the result of that challenge, featuring German produced Makrolon® polycarbonate, a virtually unbreakable material with unbeatable strength which is also used in helmets. The collection provides travelers with the maximum protection for their treasured possessions.



Samsonite's Itineris incorporates industrial strength in its handy lightweight elegant design for the must-have travel companion. The hard-shell exterior, angular shape and cutting edge design, contribute to added protection which appeals to the frequent traveler. The four-wheel spinner models in the collection are designed for ease of use and feature the Samsonite multi-wheel directional system with smooth and silent wheels to ensure effortless manoeuvring in the airport. The entire collection comes with a limited five year warranty further enforcing its quality assurance.



The butterfly strap and cross ribbons in the Samsonite's Itineris collection ensure all the contents within are held securely. This highly organised system makes packing and unpacking a breeze, and guarantees clothes are left crease-free during transit.

XX , XX [each market to insert the relevant regional manager name] says: "Hardside products makes up an impressive XX% [each market to insert the correct sales figures of hardside luggage in their area] of our luggage sales and in our centenary year we wanted to progress in producing another example of a strikingly contemporary and highly durable hardside luggage collection. We have achieved this through using matt Makrolon® polycarbonate in Samsonite's Itineris collection which produces both light and sturdy luggage."


Samsonite Celebrates 100 years Strong - 2010 sees the world's leading luggage manufacturer, Samsonite, celebrate its 100th anniversary. Founded in 1910, its early cases and trunks were first used in the USA by gold rush speculators to transport their belongings to the frontiers. For the next 99 years Samsonite continued to earn its reputation as the quality brand experienced travelers trust and rely on. 2010 will see the launch of yet more innovative products to mark its centenary year, and equip travelers for the future.



PRICE AND STOCKIST DETAILS	<ul style="list-style-type: none"> From XX Available from (insert details)
FEATURES	<ul style="list-style-type: none"> Combination lock with TSA for security assured travel Spinner case with multi-directional wheel system with smooth and silent wheels Soft rounded, ergonomic handle grip for more comfort (excluding cabin size pieces) Comfortable and technical handles Pull handle with integrated ID tray Zipper protection Zippered divider pad (top compartment) Cross ribbons in the top compartment Butterfly cross straps in the bottom compartment 1 zippered pocket Top, side and bottom handle
AVAILABLE COLOURS	<div> <div>Bronze</div> <div>Silver</div> <div>Black</div> </div>
MATERIALS	<ul style="list-style-type: none"> 100% German Makrolon® Bayer Polycarbonate 20% regrind (recycled polycarbonate material) Matt texture to minimize scratches whilst staying strong
WARRANTY	<ul style="list-style-type: none"> Limited five year warranty

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS CM (LxHxW)	WEIGHT (KG)	VOLUME (LITRES)	FEATURES
	V75*001 / 40959 Upright 55/20	40 x 55 x 23 cm	3 kg	33 l	<p>cabin size that can be taken on board an aircraft</p> <p>zipper protection</p> <p>combination lock with TSA function</p> <p>butterfly cross straps in the bottom compartment</p> <p>cross ribbons in the top compartment</p> <p>zipped divider pad</p> <p>bottom, top and side handle</p>
	V75*003 / 40961 Upright 68/25	47,5 x 68 x 30,5 cm	3,7 kg	68 l	<p>zipper protection</p> <p>combination lock with TSA function</p> <p>butterfly cross straps in the bottom compartment</p> <p>cross ribbons in the top compartment</p> <p>zipped divider pad</p> <p>Bottom, top and side handle</p>

	V75*002 / 40960 Spinner 55/20	37,5 x 55 x 23,5 cm	3 kg	31 l	cabin size that can be taken on board an aircraft zipper protection spinner case with multi-directional wheel system combination lock with TSA function butterfly cross straps in the bottom compartment cross ribbons in the top compartment zipped divider pad bottom, top and side handle
	V75*004 / 40962 Spinner 70/26	47,5 x 70 x 30,5 cm	3,8 kg	69 l	zipper protection spinner case with multi-directional wheel system combination lock with TSA function butterfly cross straps in the bottom compartment cross ribbons in the top compartment zipped divider pad bottom , top and side handle
	V75*005 / 40963 Spinner 78/29	53,5 x 78 x 34 cm	4,6 kg	95 l	zipper protection spinner case with multi-directional wheel system combination lock with TSA function butterfly cross straps in the bottom compartment cross ribbons in the top compartment zipped divider pad

					bottom, top and side handle
	V75*006 / 40964 Spinner 82/31	57 x 82 x 35,5 cm	5,2 kg	118 l	zipper protection spinner case with multi-directional wheel system combination lock with TSA function butterfly cross straps in the bottom compartment cross ribbons in the top compartment zipped divider pad bottom, top and side handle



- ENDS -

For more information please call or email:

INSERT NAME INSERT PR AGENCY	INSERT NAME OF MARKETING MANAGER SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

NOTES TO EDITORS:

CENTENARY YEAR: This year, Samsonite, the world's leading global luggage brand, celebrates '100 years strong' at the forefront of luggage innovation. 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. Always the first company to launch ground-breaking designs, this year Samsonite introduces B-Lite, its lightest ever softside suitcase.

B-Lite joins a host of other exceptional ranges such as Cosmolite, made with exclusive Curv® technology, the lightest and strongest hardside Samsonite suitcase ever. Cosmolite is currently the fastest selling line in Samsonite's portfolio and 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.

FIRSTS: Samsonite is renowned for a number of ground breaking innovations. These include the 1969 launch of the first ever 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 world's first suitcase on wheels named Silhouette was introduced by Samsonite. Then in 2008 Samsonite's lightest and strongest award-winning luggage range, Cosmolite, was launched and made famous for its Curv® technology.

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 (plus the local market's Samsonite URL)

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