

Samsonite's Aramon²: The protective cover for laptops on the move



Samsonite, the world's leading luggage brand, re-introduces Aramon² in its centenary year. Samsonite's Aramon² collection comes in two revamped modern designs: the laptop and netbook sleeves which protect against scratches and knocks when placed in any bag, briefcase or suitcase; and the 'shuttle' for an ultra lightweight laptop case to carry only the essential laptop and cables.

Samsonite's Aramon² collection is a new generation of soft and light protective covers for netbooks and laptops with seven soft sleeves ranging in size from 9" to 18.4" and four laptop 'shuttle' cases from 11.6" to 17". The sleeves are available in black and silver for the refined look and two cheeky limited edition colours: lime green and cobalt blue. **(Spain, France and Germany for ICT distribution to add additional colours available in your market)** These bright and contemporary colours are perfect for anyone looking for a laptop case with a modern and young twist.



The original and limited edition colourful sleeves are available (insert dates and where). The 'shuttle' laptop cases are available in silver and black and the Netbook Cross-Over is available in black. The collection ranges in price from xx to xx[each market to insert relevant prices] and is sold worldwide.

Samsonite's Aramon² collection with a neoprene look features rubber dots at the bottom of the cases for extra grip when on the move. The collection is made from highly flexible SBR (Styrene Butadiene Rubber) material - used in car tyres - which has excellent abrasion resistance for regular laptop users.

The sleeves have a soft inside zip cover on the corners to protect netbooks and laptops against scratches from the zip sliders, and can be left on allowing users to work from their laptop or netbook without removing the sleeve. The checkpoint-friendly feature lets travelers leave their laptop or netbook in its sleeve or shuttle while breezing through airport security for a hassle free travel experience.

The shuttle and the Netbook Cross-Over are designed for those needing an ultra lightweight laptop case and don't need extra storage space for large files. A front pocket provides space for slim documents when needed. The simple sleek design includes a handy removable shock-absorbing shoulder strap for extra comfort and mobility when rushing around.

Gert Weyers, European Marketing Director, says, "Laptops and netbooks are increasingly important to people's lives so extra protection is needed for them. Our sleeves provide this and the 'shuttles' offer a simpler alternative to large laptop cases. The lightweight and soft fabric makes carrying the cases much easier than regular laptop cases."

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.

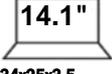




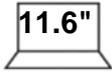
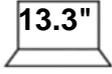
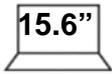
PRICE AND STOCKIST DETAILS	<ul style="list-style-type: none">• From XX• Available from XX
FEATURES	<ul style="list-style-type: none">• Rubber dots for a perfect grip• Inside zip cover for additional protection (only on sleeves)• Shock absorbing and removable shoulder strap (Shuttle and Netbook Cross-Over)• Checkpoint-friendly feature for the sleeves allowing you to breeze through airport security without removing your laptop from the sleeve (gaining time, no extra effort and avoiding the risk of scratches)
AVAILABLE COLOURS	<div data-bbox="571 1429 746 1503">Black</div> <div data-bbox="770 1429 938 1503">Silver</div> <div data-bbox="962 1429 1158 1503">Cobalt</div> <div data-bbox="1182 1429 1374 1503">Lime Green</div> <p>(please insert additional colours available in your market)</p>



MATERIALS	<ul style="list-style-type: none">• Highly flexible SBR (Styrene Butadiene Rubber)• Neoprene look and feel
WARRANTY	<ul style="list-style-type: none">• Limited 3 year warranty

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS CM (LxHxW)	WEIGHT (KG)	FEATURES
	V51*010 / 41257 NETBOOK SLEEVE 9"	25 x 19,5 x 3,5 cm	0,2 Kg	Rubber dots for a perfect grip Inside zip cover for additional protection Checkpoint-friendly  17,5x23x3
	V51*011 / 41258 NETBOOK SLEEVE 11"	29 x 21 x 3,5 cm	0,2 Kg	Rubber dots for a perfect grip Inside zip cover for additional protection Checkpoint-friendly  19x27x3
	V51*012 / 41259 LAPTOP SLEEVE 13.3"	34,5 x 24,5 x 3,5 cm	0,2 Kg	Rubber dots for a perfect grip Inside zip cover for additional protection Checkpoint-friendly  23x32x3
	V51*013 / 41272 LAPTOP SLEEVE 14.1"	34,5 x 27 x 5 cm	0,2kg	Rubber dots for a perfect grip Inside zip cover for additional protection Checkpoint-friendly  34x25x3,5

	V51*014 / 41273 LAPTOP SLEEVE 15.6"	38,5 x 29 x 5 cm	0,3Kg	<p>Rubber dots for a perfect grip</p> <p>Inside zip cover for additional protection</p> <p>Checkpoint-friendly</p> <p>15.6"</p> <p>37x27x4</p>
	V51*015 / 41274 LAPTOP SLEEVE 17"	42 x 32 x 5,5 cm	0,4 Kg	<p>Rubber dots for a perfect grip</p> <p>Inside zip cover for additional protection</p> <p>Checkpoint-friendly</p> <p>17"</p> <p>40x29x4,5</p>
	V51*016 / 41275 LAPTOP SLEEVE 18.4"	45 x 32 x 5 cm	0,4 Kg	<p>Rubber dots for a perfect grip</p> <p>Inside zip cover for additional protection</p> <p>Checkpoint-friendly</p> <p>18.4"</p> <p>44x30x4,5</p>

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS CM (LxHxW)	WEIGHT (KG)	FEATURES
	V51*020 / 41280 NETBOOK CROSS-OVER 11.6"	21 x 30 x 5 cm	0,2 Kg	<p>Rubber dots for a perfect grip</p> <p>Shock absorbing and removable shoulder strap</p> <p>Checkpoint-friendly</p>  <p>29x20x2,5</p>
	V51*017 / 41276 LAPTOP SHUTTLE 13.3"	36,5 x 26 x 5 cm	0,3 Kg	<p>Rubber dots for a perfect grip</p> <p>Shock absorbing and removable shoulder strap</p> <p>Checkpoint-friendly</p>  <p>23x32x3</p>
	V51*018 / 41278 LAPTOP SHUTTLE 15.6"	39,5 x 29 x 5 cm	0,3 Kg	<p>Rubber dots for a perfect grip</p> <p>Shock absorbing and removable shoulder strap</p> <p>Checkpoint-friendly</p>  <p>37x27x4</p>

	V51*019 / 41279 LAPTOP SHUTTLE 17"	43 x 32 x 6,5 cm	0,4 Kg	Rubber dots for a perfect grip Shock absorbing and removable shoulder strap Checkpoint-friendly  40x29x4,5
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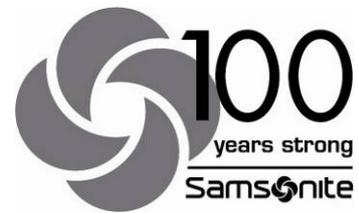
For more information please call or email:

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 Samsonite's first suitcase on wheels named Silhouette was introduced. 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)

Samsonite