

Samsonite

BY YOUR SIDE

Litesphere by Samsonite Challenging Gravity



reddot design award
winner 2012

For more than 100 years, Samsonite® has been pushing the limits of innovation, creating many of the world's strongest and lightest suitcases. In the search of the ultimate balance between both key consumer needs, the iconic new **Litesphere™** range of Advanced Hybrid Technology (AHT) luggage was born.

The collection was recently honoured with the distinction of a red dot award for product design, an internationally renowned award for outstanding designs as selected by an expert jury. A red dot award recognizes exceptional design of the highest quality and the best in the industry.

Developed to not only push the boundaries of lightness, but to also challenge gravity and ultimately bring the future to today, the Litesphere range complements the hectic and highly demanding lifestyle of the business globetrotter in style. Perfect for travelling the world or simply rushing to get to that 9 a.m. meeting, your suitcase will stay firmly by your side, protecting your possessions and keeping you looking impeccable, empowered and in control.

The Litesphere collection brings Samsonite's renowned AHT luggage to a whole new level of lightness. With the Cabin Size Upright 55 weighing a seemingly implausible feather weight of less than 2kg, less than a bottle of drinking water, Litesphere truly defies the laws of physics. This Samsonite collection is not only the lightest ever AHT range by far, it also has the most modern design, with its sleek lines and ground breaking hardware offering utmost protection for travellers' belongings.

With innovative Pointshock™ technology - dot printing abrasion resistant shields in key areas giving exceptional abrasion protection where it matters most - your luggage will stay looking as distinct and infallible as you do. This means Litesphere can easily endure any bumps on the road or rough handling and stay looking fresh and smart from trip to trip.



The innovative Litesphere range is not only exceedingly strong and light, but comes with a host of practical features tailored to the modern traveller and their travel needs. Whether meeting with customers in Singapore or heading to a board meeting in New York, you'll glide around cities and airports effortlessly and silently with Samsonite's softest ever rubber wheels for the most comfortable vibration-free drive, whilst the double tube soft touch handle provides comfort and enables the use of a smart sleeve briefcase or backpack. Adding further distinction to the Litesphere collection, each suitcase will have a one-of-a-kind serial number laser engraved on the wheel handle along with the Litesphere logo.

When you find yourself navigating through buzzing cities, or running to catch an early morning flight, your laptop will always be protected with Litesphere -the mobile office, backpack, rolling totes and shoulder bag all feature PORON® XRD™ laptop protection which creates a unique protective shield and absorbs the most intense forces to keep your laptop safe. Externally, the Litesphere collection boasts an integrated combination lock accepted by Transportation Security Administration (TSA) which delivers additional security. Additional practical features include butterfly cross straps to allow for wrinkle free packing, regardless of how packed or empty your suitcase is.

From the excellent all in one mobile office, to the spinner rolling tote, Litesphere has something for every businessman or frequent flyer. Also available are tasteful matching laptop bags and a handy toiletry kit, perfect for that overnight trip to France or stop off in Dubai. Not only is the entire Litesphere range fantastically lightweight yet immensely sturdy, it also comes in a range of sophisticated colours including Black, Silver and Earth Brown that will look great with any suit.



To learn more about Litesphere and see 3-D animation, scan the following QR code from your smart phone:



- ENDS -

For more information please call or email:

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

NOTES TO EDITORS:

For additional information and a demonstration on XRD™ protection, please visit www.youtube.com/poroncushioning.

The red dot award is renowned as one of the most prestigious product competitions worldwide recognising outstanding design achievements and products of the highest quality and international reputation. For more information, please visit <http://en.red-dot.org/>.

Samsonite, created in 1910 by entrepreneurial Colorado native Jesse Shwayder, is the world's leading luggage brand. Inspiring travel world-wide, Samsonite helps global travellers to cover miles and create memories with revolutionary travel solutions. Preserving the brands longstanding history of breakthroughs in research and development, Samsonite has embedded its place at the forefront of the travel world with a number of industry firsts. Showing commitment to innovation, the unique hard side collections made with the revolutionary Curv® material and the soft side ranges created with Advanced Hybrid Technology™(AHT) join a wide spectrum of business, casual and personal accessory products in upholding Samsonite's position as a market leader and trendsetter. Remembering past triumphs but always looking forward, Samsonite maintains a worldwide vision that continues to enable the traveller to travel further, with always lighter, stronger and innovative products at his side.

Samsonite continually invests in new ways to engage and connect with global travellers. An active YouTube channel, interactive Facebook games and a travel app provide a wealth of resources, connectivity and entertainment for today's on-the-go travellers. By identifying trends and interpreting the continuing evolution of world travellers' needs, Samsonite plays a pivotal role in the multi-faceted lives of the global traveller.

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



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www.youtube.com/samsoniteeurope



www.aroundtheworldin80clicks.com



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8>



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