



CUBELITE by SAMSONITE

A Fusion of Strength, Lightness and Style



April 2011 - Samsonite®, the world's leading luggage brand launches Cubelite™, the innovative hard shell collection, made in Europe with the revolutionary Curv® material.

For 101 years, Samsonite has been meeting the needs of the consumer. Research shows that today's traveler is increasingly looking for luggage pieces which offer strong, light and smart travel solutions.

Cubelite has been designed for traditional travelers and is incredibly strong, impact resistant and ultra lightweight (the Cubelite UP55 is only 2,1 kg) with a timeless beauty and a functional interior.

With its classic design, and availability in graphite or champagne, Cubelite is *the* stylish hardside luggage for all - from business travelers to families alike. The interior has a multitude of functional pockets, lined dividers and lowered cross ribbons for the most organized traveler. The lining is a luxuriant soft-to-touch material with the recognizable Samsonite swirl. Cubelite





also has an incorporated ID holder, an integrated combination lock accepted by the TSA, and a concealed extra zipper for added security.

Cubelite is available in two versions – either upright with two ‘jet engine’ silent wheels or spinners with four ‘jet engine’ wheels. For ease of movement, the double tube wheel handle has a multi carry-handle-position.

Samsonite’s thorough testing procedures confirm that the range can easily endure extreme low temperatures and is extremely hard-wearing, delivering all-important consumer confidence.

Cubelite is the complimentary collection to Cosmolite™, a Samsonite best seller and award-winning iconic collection. Curv® is a lightweight material exclusive to Samsonite in the luggage arena. Also known for being used in ice hockey skates, skis, automotive under shields and anti ballistic body armor, Curv® is incredibly strong and impact resistant.

Recommended Retail Price starts at €xx <markets to insert> for the upright 54.

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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:

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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