

**Sammies by Samsonite, the FUNNY FACE collection: travelling has never been so much fun!**



Samsonite, the world's leading luggage brand, injects fun and personality into cases with the adorable Sammies by Samsonite's Funny Face collection for kids. Including school bags and travel cases, imaginative kids will love the collection on and off the playground.

The collection comes in a variety of different adorable animal characters from the delightful ladybird to the cute crocodile, the busy bee and the playful panda. The Funny Face cases are designed in the shape of animals for a more realistic look which are great toys for kids, as well as being useful. Prices start from €XX [local markets to insert information].

Samsonite has also extended the collection to include coin holders, pencil boxes and umbrellas. Samsonite's quality guarantee and strong craftsmanship ensure kids cherished cases, survive the battering of everyday use.



There is no need to worry about kids getting weighed down with heavy luggage as the Funny Face collection offers adjustable carrying straps and ergonomic features such as lockable zippers. This has been designed to offer more grip for tiny fingers.

Each of the cases come with inventive funny features to keep kids occupied, such as a hidden velcro closing pocket to hide kids treasures in the crocodile cases. The bee includes soft bendable antennas and a pull-out tongue so kids can play until their hearts are content.

The upright collection provides the perfect creative solution for little kids wanting a travel companion on their first exciting holiday, and allows them to pack independently from their parents.


Paola Brunazzi, VP Global Design and Development says: “Kids love playing with fun colourful toys so by combining this with the everyday use of cases, we have created a great playmate to keep kids busy.”






**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"> <li>Available from XXXX</li> <li>From €XX</li> </ul>
FEATURES	<ul style="list-style-type: none"> <li>All items have been developed to offer maximum comfort and ergonomics through features such as adjustable carrying straps, handy buckle closure, interior address label and a 3M Scotchlite TM reflecting logo</li> <li>Functional details like lockable zipper puller have been designed to offer more grip for tiny fingers</li> <li>Animal faces and bright colours strongly attract children's attention and benefit from a very high level of likeability</li> <li>Figurative and recognisable animal designs appeal even to very small kids</li> </ul> <p><b>Crocodile:</b></p> <ul style="list-style-type: none"> <li>Bright colours</li> <li>Soft snout with funny looking eyes and teeth</li> <li>Hugging arms</li> <li>Quilting effect on belly</li> </ul>



	<ul style="list-style-type: none"> <li>All uprights, duffles, backpacks and school bags feature a secret velcro closing pocket behind the tail</li> </ul> <p><b>Panda:</b></p> <ul style="list-style-type: none"> <li>Stick-out eyes and tongue</li> <li>Green interior inspired by bamboo</li> <li>Soft hands and ears</li> <li>Great shaped duffles which have more structure and can be used also as a diaper bag</li> </ul> <p><b>Ladybird:</b></p> <ul style="list-style-type: none"> <li>Secret zipper wing pocket on most models</li> </ul> <p><b>Bee:</b></p> <ul style="list-style-type: none"> <li>Soft bendable antennas</li> <li>Crispy sound wings</li> <li>Pull-out tongue</li> <li>Big cartoon eyes</li> <li>Soft nose and hands</li> </ul>
<b>MATERIALS</b>	<ul style="list-style-type: none"> <li>300 x 300 denier Polyester</li> <li>PVC and LEAD free</li> </ul>
<b>WARRANTY</b>	<ul style="list-style-type: none"> <li>Limited two year warranty</li> </ul>

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS CM (LxHxW)	WEIGHT (KG)  (each character case has individual weights)	VOLUME (LITRES)  (each character case has individual volumes)	FEATURES
	166 * 045 / 11669 Upright 45/16	36 x 45 x 20 cm	2 kg	20,5 l	Cabin size that can be taken on board  Large lining door pocket  Elastic packing straps  Wheel corner protection  Not available in panda

	<b>166 * 050 / 21815 Upright 50/18</b>	<b>39 x 50 x 20 cm</b>	<b>2 kg</b>	<b>27,5 l</b>	<b>Cabin size that can be taken on board aircraft</b> <b>Large lining door pocket</b> <b>Elastic packing straps</b> <b>Wheel corner protection</b>
	<b>166 * 025 / 10567 Backpack S</b>	<b>22 x 25 x 16 cm</b>	<b>0,2 kg</b>	<b>4 l</b>	<b>One zipper closed compartment</b>
	<b>166 * 031 / 10566 Backpack M</b>	<b>26 x 31 x 18 cm</b>	<b>0,3 kg</b>	<b>9 l</b>	<b>Two separate zipper closed compartments</b>
	<b>166 * 028 / 10569 Gymbag</b>	<b>28 x 34 x 18 cm</b>	<b>0,3 kg</b>	<b>8 l</b>	<b>String opening covered with secure flap</b>
	<b>166 * 038 / 10568 Duffie 38/15</b>	<b>38 x 21 x 21 cm</b>	<b>0,4 kg</b>	<b>18 l</b>	

	<b>166 * 046 / 21813</b> Duffel 46/18	46 x 25 x 25 cm	0,5 kg	33 l	
	<b>166 * 027 / 21811</b> Schoolbag S	27 x 21 x 12cm	0,4 kg	6,5 l	Main compartment with zipper  Open pocket on flap
	<b>166 * 021 / 10571</b> Pencil Box	21 x 10 x 10 cm	0,1kg		
	<b>166 * 010 / 10570</b> Purse/coin holder	10 x 11 x 7 cm	0,1kg		
	<b>166 * 001 / 10574</b> Umbrella				Ergonomically shaped soft & lightweight handle

- 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:**

**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](http://www.samsonite.com) (plus the local market's Samsonite URL)

**Samsonite**



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