



**Metatrack by Samsonite**  
**Luggage Designed For Adventure - Superlight and Tough**



Exploring the world has just been made easier by Samsonite®, the world's leading luggage brand. Renowned for providing innovative travel solutions, the new Metatrack™ range of duffels and backpacks is fresh looking, super light yet extremely durable.

Designed for those with a young active lifestyle and the adventurous traveler who has ambitions to explore the world, Metatrack offers style, pure ruggedness and unquestionable reliability.

At Samsonite, product developers are forever mindful of the consumers' need for easy to handle, lightweight, yet incredibly durable luggage.

The Metatrack collection is made principally from an ultra resistant and ultra lightweight fabric and comprises of nine extremely durable and robust backpacks and duffels. All models are available in khaki, red and black, and this year's seasonal colours are fuchsia, flower orange and graffiti green .

The duffel on wheels features a double deck construction for ultra-organized packing and has a structured back for protection of valuables and unstructured top compartment for flexibility and lightness. All materials used are incredibly durable and Metatrack also has a useful ultra light weight aluminium wheel handle system for easy maneuverability during transfers.

Understanding of the demands of backpacking and traveling, the backpacks all feature padded back and ergonomic shoulder straps for comfort and select styles have a laptop protection compartment.

Recommended Retail Prices start at €xx<markets to insert>for xxxxx

- 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:**

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](http://www.samsonite.com) (markets to also insert local Samsonite URL)

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