



CURV
A FUSION OF LIGHTNESS AND DURABILITY
IN SAMSONITE HARD SHELL LUGGAGE

For over 100 years, Samsonite® has been meeting the needs and exceeding the expectations of the consumer. Research shows that today's traveler is increasingly looking for durable yet lightweight, manoeuvrable pieces which actively ease the stress of travel and reduce the likelihood of excess baggage charges. The hard shell luggage sector is currently growing as consumers seek out durable cases for their journeys.

Samsonite set about creating an innovative hard shell luggage collection which would fuse durability with physical lightness. The visual perception is that somehow lightweight equals fragility, but through clever design, technology and utilising new materials, Samsonite has developed two new ranges, award winning iconic collection Cosmolite™ and new for 2011 Cubelite™ with the revolutionary usage of the innovative material - Curv®. Both collections are surprisingly lightweight and impeccably designed but incredibly tough and strong.

Exclusive to Samsonite within the luggage arena, Curv is made using several layers of woven polypropylene fabric. Samsonite formulated a pioneering process to create an ultra strong material suitable for usage in the creation of luggage by heating and compressing different layers of woven polypropylene fabric. The polypropylene fabric is then treated to form incredibly strong and light sheets which are then carefully moulded to form the outer shells of the luggage.

Curv material is known for its high energy absorption and outstanding shock impact performance, especially at low temperatures. That's why Curv is also used in ice hockey skates, shin guard protection, automotive under body shields and anti-ballistic body armour.

Samsonite's vigorous product testing procedures confirm that the range can easily endure exceptionally low temperatures and is particularly hard-wearing, delivering all-important consumer confidence. For example, the suitcases are tested for strength with a tumble test which involves placing a suitcases in a large drum with metal and wooden obstacles. The suitcase is then tossed around violently at high speed during 50 cycles of the drum - replicating the journey of a suitcase as it passes through years of baggage handling for example.

Launched in 2008, Cosmolite was the first Samsonite luggage range using CURV. Cosmolite's specially moulded shell design, inspired by seashells, is not only strikingly elegant but also acts as a protecting cocoon for a traveller's valuables and treasured possessions. The range became an overnight success and is recognised as a design icon within the industry, - Cosmolite was the Winner of the Red Dot Design Award 'Best of the Best 2010' .

The new complimentary range to Cosmolite is Cubelite, offering the leisure and business consumer a classic hard shell choice. Also created using CURV® material, Cubelite is just as durable and lightweight as Cosmolite, with additional comfort like the interior pockets.





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For more information please call or email:

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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 and continues to develop a wide range of polycarbonate products. A market leader renowned for innovation in luggage solutions, Samsonite launched its revolutionary Cosmolite range in 2008, featuring the ground breaking Curv material. In 2011 Samsonite will introduce the B-Lite™ Fresh, 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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