

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.

In an ongoing mission to make travel easier, Samsonite set about creating innovative hard shell luggage collections 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 several ranges including, the award winning iconic Cosmolite®, Cubelite™, Firelite® and the new Chronolite™ with the revolutionary usage of the innovative material - Curv®. Each Curv collection is surprisingly lightweight, impeccably designed and both incredibly tough and strong.

Exclusive to Samsonite within the luggage arena, Curv is made utilizing a pioneering process which uses several layers of woven polypropylene fabric to form incredibly strong and light sheets. These sheets are then carefully moulded to form the outer shells of the luggage using Samsonite's patented shell-forming process.



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 suitcase 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.

Samsonite's Curv collections Cosmolite, Cubelite and Firelite feature in the 2013 advertising campaign: "Enjoy Every Second." The 2013 campaign, part of the "Samsonite By Your Side" strategy, inspires and celebrates travel and will be seen all over Europe. The campaign's focus is on 'that' travel moment when travellers realise that they really are outside their comfort zone and in unfamiliar territory, full of surprising sights, sounds and smells. The travellers are able to enjoy these moments, despite any luggage mishaps along the way, like their case falling from the roof of a bus on the plains of Africa, or getting crushed between two New York City cabs, because Samsonite is there to take care of their belongings.

To learn more about the Curv material and see how it is made into Samsonite's iconic luggage collections, please visit: <http://www.youtube.com/watch?v=MbFQrnQzVis>

- ENDS -

For more information please call or email:

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NOTES TO EDITORS:

Samsonite is the world's leading luggage brand with a heritage dating back over 100 years. Inspiring travel worldwide, Samsonite enables global travellers to cover miles, create memories and enjoy every second of their trip with revolutionary travel solutions. Preserving the brand's 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



Samsonite

BY YOUR SIDE

upholding Samsonite's position as a market leader and trendsetter. Remembering past triumphs but always looking forward by identifying trends and the continuing evolution of global traveller's needs, Samsonite maintains a worldwide vision that continues to enable travellers to travel further, with ever lighter, stronger and more innovative products at his side.

With Samsonite by your side, nothing should stop you from chasing destinies, discovering new horizons and exploring the world beyond your imagination.

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

www.facebook.com/samsoniteofficial

www.youtube.com/samsoniteeurope

Enjoy Every Second: http://youtu.be/CRD7B7K_CBQ



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or <https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



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