

SAMSONITE'S COSMOLITE: so strong and yet so light



Samsonite introduces the stunning award-winning Cosmolite, made in Europe; it is currently Samsonite's lightest and strongest hardside suitcase collection. Now Samsonite's best selling product line in Europe and also sold globally, Cosmolite is one of Samsonite's first luggage collections to feature the phenomenal Curv® technology.

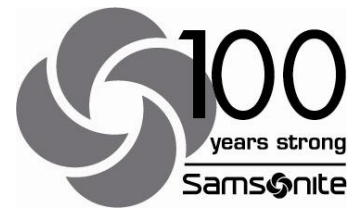
Exclusive to Samsonite in the luggage arena, Curv® technology is better known for being used in bullet proof vests, skates and skis.

Winner of the Red Dot Design Award 'Best of the Best 2010'¹ and the Henry Van De Velde Label 2009², Cosmolite is the innovative result of what seems an impossible challenge – to make a stylish suitcase that combines Samsonite's unrivalled strength and style with unbelievable lightness.

Cosmolite's specially moulded shell design, inspired on a seashell, is not only strikingly elegant but also acts as a protecting cocoon for a traveller's treasured possessions. The inventive raised ridges ensure unparalleled strength and remove the need for a thicker and therefore heavier outer layer whilst minimising the risk of scratches.

¹ The international Red Dot Awards are the largest and most renowned design competition in the world. In 2010 the awards received over 4.252 submissions from nearly 57 countries across the world.

² The Henry Van De Velde Label is a Belgian quality label with international allure, awarded to a contemporary product that is innovative in design and in the techniques used to manufacture the products.



Curv® technology is an advanced impact-resistant, lightweight material. Samsonite has formulated the process to create the ultra strong material by weaving fibres of durable polypropylene together, transforming them into individual sheets which are quickly reinforced and fused together to form Cosmolite's outer shell.

Cosmolite's unwavering durability is tested to the maximum, as it undertakes Samsonite's vigorous product testing methods. Thorough procedures test the quality of a Samsonite suitcase's outer shell, such as the drop test where Cosmolite undergoes 25 continuous drops from 0,6m. It is also conducted at minus 12 degrees to replicate the temperature when it comes out of a plane and is the only Samsonite suitcase to survive a drop at 120cm. Components are also tested: fasteners and zippers have to endure the reciprocating tester which opens and closes them between 5.000 and 15.000 times to check their durability. As with other Samsonite lines, the finished Cosmolite product is tested for strength with the tumble test which involves placing the suitcase in a large drum with metal and wooden obstacles. The product is then tossed around violently at high speed during 50 cycles of the drum - replicating the journey of a suitcase as it passes through baggage handling for example.


Prices start at €XX [LOCAL MARKETS TO INSERT] for the beauty case, and there is a selection of bold shades to suit every traveller as the collection comes in four colours: red, blue, silver and graphite.

Says, Erik Sijmons, Design Manager Samsonite Europe: "We have spent 5 years researching, designing and developing Cosmolite and the aim was to build the ultimate suitcase for the frequent traveller who demands innovation and lightweight luggage. Cosmolite's unique design means unsurpassed strength and lightness."

[PLEASE INSERT ANY RELEVANT LOCAL MEDIA CAMPAIGNS YOU WISH TO HIGHLIGHT IN YOUR MARKET]

Samsonite Celebrates 100 years Strong - 2010 sees the world's leading luggage brand, 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 luggage brand experienced travellers trust and rely on. 2010 will see the launch of yet more innovative, strong and lightweight products to mark its centenary year, and equip travellers for the future.






PRICE AND STOCKIST DETAILS	<ul style="list-style-type: none"> • From €XX • Each market to fill out
DESIGN	<ul style="list-style-type: none"> • Unique design inspired by nature (seashell) • Key advantages: ridges add strength without the need for thicker shells and low scratch sensitivity (minimize contact surface) • Consumer benefit: less scratched and lightweight
FEATURES	<ul style="list-style-type: none"> • Made in EUROPE • Amazingly lightweight, strong shell • Fixed TSA combination lock and extra zipper protection • Wheelhandle has multi carry-handle-position • Monotube with a great bungee cord solution to enable travellers to place their briefcase securely on their luggage. • Cross ribbons in the bottom • Zipped divider pad • Zipped pocket • ID tag • Additional top carry handle on 68/74/85cm • Blue interior
AVAILABLE COLOURS	<p>NB – There will be a new colour launch in Sept</p> 
MATERIALS	<ul style="list-style-type: none"> • 100% Curv® material. Exclusive in the luggage market to Samsonite • Layers of woven polypropylene fabrics are formed into self-reinforced, composite sheets that are lightweight, yet strong and offer an exceptional high resistance to impact at very low temperatures • Most plastic materials become brittle at low temperatures but with Curv® material the lower the temperature the higher the strength • The shell forming process is unique to Samsonite • Key advantage: superior material in respect of impact strength • Consumer benefit: extremely lightweight without compromising on strength
WARRANTY	<ul style="list-style-type: none"> • Limited 10 years global warranty

AWARDS	 reddot design award best of the best 2010	 HENRY VAN DE VELDE LABEL 2009
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[PLEASE INCLUDE LOCAL MARKET DIMENSION VARIATIONS IF NEEDED]

PRODUCT IMAGE	CODE/COMMERCIAL MODEL NAME/TYPE	DIMENSIONS (CM LxHxW)	WEIGHT (KG)	VOLUME (LITRES)	FEATURES
	V22*001(33829) Beauty Case	37x29x19cm	1kg	13l	Smart sleeve / smart pocket which quickly slips over handle of a spinner case Zipper protection
	V22*002 (33824) Spinner 55/20	38x55x23cm	2,2kg	33l	Cabin size that can be taken on board aircraft Spinner case with multidirectional wheel system Combination lock with TSA function Divider pad Bungee cord Zipper protection Cross ribbons
	V22*003 (33825) Spinner 61/22	42x61x27cm	2,4kg	50l	Spinner case with multidirectional wheel system Divider pad Combination lock with TSA function Divider pad Bungee cord Zipper protection Cross ribbons

	V22*006(39095) Spinner 68/25	47x68x29cm	3kg	70l	Spinner case with multidirectional wheel system Combination lock with TSA function Divider pad Bungee cord Zipper protection Cross ribbons
	V22*004 (33827) Spinner 74/27	51,5x74x31 cm	3,4kg	88l	Spinner case with multidirectional wheel system Combination lock with TSA function Divider pad Bungee cord Zipper protection Cross ribbons
	V22*005 (33828) Spinner 85/32	59x85x35.5 cm	4,3 kg	131,5 l	Spinner case with multidirectional wheel system Combination lock with TSA function Divider pad Bungee cord Zipper protection Cross ribbons

- ENDS -

For more information please call or email:

INSERT NAME INSERT PR AGENCY	INSERT NAME OF MARKETING MANAGER 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 travelling 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 the world's first suitcase on wheels named Silhouette was introduced by Samsonite. 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 (plus the local market's Samsonite URL)

YouTube links to Cosmolite videos:

<http://www.youtube.com/watch?v=fZ4UNRV8pZs>

<http://www.youtube.com/watch?v=E0dZXzGw2wQ&feature=related>

<http://www.youtube.com/watch?v=X0n0Usui4il&feature=related>

