

SAMSONITE'S COSMOLITE COLLECTION WINS BEST DESIGN AWARD IN 2010



Samsonite has once again achieved excellence for one of its innovative luggage collections in the Red Dot Design Award **Best of the Best 2010**. Samsonite's Cosmolite collection amazed a team of international experts for its design, to win the Best Product Design award beating over 4.200 total product submissions. What a fantastic accomplishment to celebrate Samsonite's centenary year.

The Red Dot Design Award is the largest, most highly acclaimed and toughest design competition in the world, which covers three main categories including Product Design, Communication Design and Design Concept. It is an enormous honour to win an award from such a prestigious institution and the Cosmolite collection deserves it.

Samsonite's Cosmolite collection was launched in 2008 and is now the best selling product line in Europe. Its contemporary design is inspired by seashells and features the revolutionary Curv® technology typically used in bullet proof vests, skates and skis.

Erik Sijmons, Design Manager, Samsonite Europe says: "As people travel more now than ever before, customers' expectations for lightweight luggage are increasing, and we create luggage to exceed these expectations. It has always been a challenge to develop pioneering lightweight products. The innovation of Cosmolite is inspired by nature: the seashell design in combination with the unique Curv®

technology, an advanced impact-resistant, ultra lightweight material, resulted in the strongest and lightest Samsonite collection ever. ”



Samsonite’s Cosmolite collection will be on display at the Red Dot Design museum on the premises of the ‘Zeche Zollverein’ World Cultural Heritage Site in Essen from July 6 to August 1, 2010. After which, the collection will be displayed in the museum’s permanent exhibition for at least a year.

Samsonite Celebrates 100 years Strong - 2010 sees the world’s leading luggage specialist, 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 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.

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For more information please call or email:

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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 (plus the local market's Samsonite URL)

<http://www.red-dot.de/>

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=X0nOUsui4il&feature=related>

