



**B-lite Fresh by Samsonite
'Designed for Lightness'**



Samsonite® has added B-Lite Fresh™ to their soft side luggage range – B-Lite™. B-Lite Fresh™ is an innovative line of soft side luggage that injects fun into traveling through imaginative styling and range of traditional and bright colours. A complementary youthful business collection has also been designed to safely transport laptops and work accessories.

Answering the ever-increasing need for light, capacious, durable and comfortable luggage, B-lite Fresh has it all.

Samsonite's lightest softside suitcase to date, (the smallest cabin sized case upright 50 is only 1,9kg, lighter than a 2 litre bottle of water), this eye-catching new range is for the young, fun-loving traveler. The largest case in the range has a capacity of 111,5l, yet weighs only 3,6kg, allowing for that extra pair of shoes or memorable souvenirs.

As with all Samsonite ranges, B-Lite Fresh has been put through extremely tough endurance tests, giving the consumer all important confidence that their suitcase of choice is as durable as it is lightweight.

The B -Lite Fresh collection is made from a light yet extremely strong, tactile material which can endure wear and tear. The range features six funky cases, available in five different refreshing colours including lime green, juicy orange, raspberry, electric blue and charcoal. With contrast stitching and appealing shape, this new collection also has duffles on wheels, a beauty case and toileteries kit.

Available in either upright versions with two smooth gliding wheels or spinners with four 360° rotating wheels for stability and easy maneuverability, there is a luggage style to suit all preferences. All cases feature a combination padlock accepted by the TSA for added security and a selected number of cases have extremely strong integrated top and side handles for easy handling.





The two business B-lite Fresh pieces are also extremely lightweight, with the messenger bag and backpack weighing merely 0,7kg and 0,6kg respectively. No detail is spared and both styles feature a padded laptop compartment and pockets for safely packing other equipment such as a phone, power supplies and files. A handy front slip pocket is ideal for items such as pens, maps, keys and loose change. The adjustable shoulder strap on the backpack is designed to evenly spread weight which ensures comfortable handling.

The messenger bag and backpack are available in classic charcoal or lively raspberry.

Recommended Retail Price starts at €xx <markets to insert> for xxxxx.

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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 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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