

[People]

Madwed and McGuire Join the Briggs & Riley Travelware Team

BRIGGS & RILEY TRAVELWARE

announces the appointment of Mark Madwed as Vice President of Operations. Madwed has held senior executive level positions with global organizations and has also been a consultant with top tier firms. He specializes in supply chain and has accumulated more than 25 years of extensive experience in manufacturing, distribution, transportation, industrial engineering, logistics and operations.



Mark Madwed

Tim McGuire will assume the newly-created position of Director of Outdoor Retail Sales. McGuire helped establish the travel category as a core component within the outdoor retail channel. An industry veteran and experienced adventure traveler, his career includes executive level positions with Eagle Creek, Eastpak, JanSport, and, most recently, Nike.

[Product]

Sumdex Sums Up Sleeve Savvy

SUMDEX BRINGS a dash of élan to its Neoprene Pattern Sleeve in black, hibiscus red and royal blue boldly emblazoned with a tribal or African lily pattern. Made of stretchable neoprene material for a form-fitting, sleek look, this mod model fits 15.4" to 16" PC and 15" MacBook Pro screen sizes and is Check-Quick™-equipped



Sumdex model number NUN-816BK shows off a striking tribal pattern on a black background.

— Sumdex's checkpoint-ready design for fast security clearance in airports and buildings. MSRP \$44.95. Contact Sumdex at 626-820-5889 or www.sumdex.com for more information.

FOGO Comfort On the Go

THE FOGO Comfort on the Go gives "fold and go" convenience, comfort and versatility to travelers, commuters and sports fans. When fully opened, it makes any airline or commuter seat feel as comfy as your favorite chair at home; when opened halfway, it provides one inch of firm lumbar support without spinal pressure. Made in the USA from durable sewn vinyl and closed cell foam padding, the FOGO Comfort on the Go is lightweight, easy to clean and mildew resistant. It comes with hook and loop closure for easy attachment to bag strap or handle. MSRP \$18.50. For more information, contact Rich Metzinger, 909-708-6581; www.FOGOComfort.com.



FOGO Comfort on the Go Folding Seat Cushion

[Product]

Live Luggage Soups Up Its Sports Bag

LIVE LUGGAGE launches a new powered triple bag sports luggage system specifically designed for the sporty lifestyle. The new 2012 Sports Bag is a masterpiece of multi-functionality that includes a large weekend bag for heavy-duty items like ski boots, a multi-purpose rucksack padded and ported for an MP3 player, and a capacious main case — all of which zip together and apart for fast and smooth flexibility. Featuring patented Live Luggage powered wheels and an anti-gravity handle, this hip workhorse makes light work of hauling sports equipment from plane to train to automobile — even uphill — and is the one-purchase flexible luggage solution for the stylish amateur or professional sports person. Available in black and white and black with yellow logo, the 2012 Sports Bag retails for \$990. Visit www.liveluggage.com for details.

The new powered 2012 Sports Bag from Live Luggage is a flexible multi-bag system.



Go On the Town with New Ivar Revel Daypack

STOW ALL YOUR GEAR in the Revel Generation-2 daypack and stay organized with the Ivar patented shelving design. Built with utility in mind, the Revel has laptop and multiple organizing compartments — including a unique vertical zippered pocket and ID compartment — dual side pockets, cushioned airflow back, headphone port and reflective piping. It weighs in at just 1.8 pounds and can pack anything from large binders and books to recreational items. Pictured in harbor blue/grey, the Revel, made of 420d nylon and 1680d nylon, is also available in black/black and fern green/grey. MSRP \$95. For more information, 415-258-0721; www.ivarpack.com.



The Revel is the largest of Ivar's Generation-2 daypacks

[Product]

Travelon Makes a Case for Keeping Netbooks Safe and Sound

TRAVELON has introduced a padded travel case that securely fits a 10.2" Netbook, power adapter and additional accessories. With its smooth black appearance, practical compartments and lightweight durability, users can be assured that their Netbook rests in stylish safety from the everyday hazards of travel. This business basic is equipped with dual zip-down pockets, a built-in organizer and mesh cell phone storage compartment, and features a versatile padded strap and top carry handle for maximum portability. MSRP \$29.99. Information: www.travelonbags.com.



Travelon's padded Netbook case

TagsForBags Keeps 'Em Coming Back for More

TAGSFORBAGS introduces a new personalized line of "The World's Strongest, Most Visible Bag Tag" exclusively for specialty dealers and one that is designed to get consumers back into retailers' shops. TagsForBags has developed a snappy version of its tag called the "MyDTag" that will bring customers back three weeks later to pick up their personalized, finished tags. Made of heavy duty nylon webbing — and with the strongest attachment to a luggage handle in the business — this striking can't-miss tag houses two interior privacy pockets for ID and itinerary and is a decoy for developing more sales.

"Part of the phenomenon is the customer actually gets so enamored with the



TagsForBags MyDTag

finished product that nine out of 10 times they try to pay us a second time," said General TagMeister Matt Howe. "Then they cruise our shop looking for all the last-minute things they need for their trip."

MyDTags retail for \$35.99 for a set of three pieces. Contact Chuck Weisbart or Matt Howe at It's...In The Bag!/Tags ForBags at 760-568-6400; www.tagsforbags.com.

Glide On By with Skooba's Checkthrough® Rolling Laptop/Business Case

SKOوبا has added an Ultralight Backpack and Roller to its Checkthrough® "Checkpoint-Friendly" Laptop Bag Collection. Pictured is the Roller with a hinged laptop compartment and preview window, a smooth glider on urethane skate wheels — and among the lightest rolling case in its category. Both the backpack and roller feature durable, weather-repellant ballistic exterior fabric, nickel-finished hardware, Doc Pocket™ organizers for airline tickets and passport, clear



zippered pouches for allowable liquids and many other travel-friendly features. MSRP \$129.95/Checkthrough Backpack; \$189.95/Roller. Full specs and dealer/ordering information are available at www.skoobadesign.com.

2-in1 Hybrid Wheeled Garment Case Does Double Duty



Traveler's Choice sleek, stylish Siena

TRAVELER'S CHOICE'S new Siena, a hybrid hardshell carry-on wheeled garment bag/upright is a first: Not only does it use two forms of material construction (a lightweight yet durable compressed molded shell fused together with high denier polyester), it also packs double duty as a garment case and a traditional upright all in one case. This 2-in-1 hybrid garment case is engineered to not only be lightweight for easier traveling, but to better protect and secure delicate clothing and accessories inside. Distinctive in black and red, it also offers multiple strategically-placed pockets and compartments, and of course, a fold-out and detachable garment sleeve. MSRP \$159.99. Visit www.travelerchoice.com for more information.

Cross Over to Comfort

SEATCASE, INC. rolls out an industry first: The Urban Luggage-ware CrossOver carry-on is a piece made to convert from convenient carry-on to snug and ergonomic seating system. Versatile as briefcase, backpack, messenger bag and laptop carrying case — and endorsed by former NBA star Derek Harpe — this playful piece performs like a champ in today's fast-paced global economy, providing adjustable lateral and lumbar support when seated. It holds a 15" laptop and comes in black, brown and grey. MSRP starts at \$198.

[Product]

There's Safety in This Number

PACSAFE'S PROSAFE 750 is a TSA-accepted key-card lock that uses a key-card locking mechanism to unlock it so it can be conveniently carried in your wallet. Travel Sentry® Approved locks can be opened and relocked by Transportation Security Administration (TSA) agents in all U.S. commercial airports during baggage inspection. MSRP \$12.95. Details: 800-873-9415; www.pacsafe.com.



Pacsafe's ProSafe 750 TSA-accepted Key-Card Lock

Winn Accessories Enhance Life on the Road

WINN INTERNATIONAL Corporation presents a space-saving Simplified Toiletry Kit (MSRP \$75) in cowhide Napa leather that helps keep all of your things in one safe place with convenient and easy-to-clean fully-lined waterproof polyurethane. In black and brown, it features a 12"-long main zipper compartment, leather pull tab and 6.5"-long loop handle. Winn's new Mini-Fanny Pack in harness cowhide leather is the perfect piece for holding cell phone/camera/MP3 player, wallet and map — everything you need in one downsized pack. With flap pocket on front and belt loop on back with adjustable and removable waist strap, the Mini-Fanny Pack comes in black and has a MSRP of \$55. Details: 847-593-0700; www.winintl.com.

Winn's Simplified Toiletry Kit makes the perfect travel companion.



booq Unveils New Additions for Generation Next

BOOQ HAS expanded its popular Boa line of bags with sophisticated design and functionality for the next generation of creative professionals. Boa flow (MSRP \$199.95) is a full-featured laptop backpack with an intelligent interior layout optimized for laptop accessories; Boa nerve (\$129.95/\$149.95), a hardworking large laptop messenger bag with removable laptop sleeve, is one tough customer with durable water-resistant rubberized bottom; and Boa squeeze



(\$99.95) is slim savvy in an everyday backpack that keeps the weight down and the style up while protecting laptop and accessories. Each bag features a ballistic nylon exterior and water repellent coating and options like Terraling™ which helps reunite owner with lost bag. To learn more about booq, go to www.booqbags.com.

booq bags are an ideal choice for on-the-go creative professionals living the mobile lifestyle.

Heys USA Launches Its Own Watch Brand

WITH THE DEBUT OF RAKU, a collection of sophisticated ceramic watches, Heys USA expands its international brand. These elegant timepieces are masterstrokes in the art of modern time. Uniquely designed, the watches dial up features including accurate quartz movement, diamond-inspired CZ bezels, dials and bands and highly scratch-resistant sapphire crystal, and are a fresh and edgy take on Heys' signature design aesthetic.

"The Collection expresses a fresh version of glamour and youthfulness that reflects today's urban sophistication," says Harry Sheikh, CEO of Heys USA. "Elements of downtown cool and uptown chic are blended — pattern mixing, pairing of opposites and individualism."

A natural extension to the Heys USA brand as the just-right travel and fashion



The Raku Collection of ceramic watches features iconic luxury and precision functionality.

accessory, the new Raku Collection is available in 16 styles, with retails ranging from \$1,200-\$2,000. For more information, visit www.heysusa.com.

MY Debuts New Style

THE CREATORS OF the MY line of oilcloth handbags and totes present the Zip Wallet, a little piece of heavenly organization that, at 8" x 4", is not so very little after all. Chockfull of features, including 100% coated cotton exterior, nylon and oilcloth lining, interior change purse, credit card slots, several compartments and zip closure, it is the must-have accessory for MY's growing fan base of woman who can't get enough of the supple fabric that is the MY trademark. Gorgeous in a fresh palette of colors — pomegranate, lush leaf, plush pink, chocolate, pen and ink,

and butterscotch, the Zip Wallet makes a timely arrival for the 2009 holiday season for the customer who has OCD (Oil Cloth Desire). MSRP \$68. Click onto www.MYoilcloth.com for more information.



MY's Zip Wallet looks just peachy in pomegranate.

[Product]

Get Your Tusk On

TUSK FINE LEATHER Bags & Accessories has unveiled its Spring 2010 handbag collection of smart cross body bags, boxy satchels, shapely hobos and stylish totes in new convertible silhouettes and generous sizes. Buttery soft Italian leathers in natural and croco embossed textures, soft suedes, sleek innovative perforated leathers, metallics and rich gold accents all combine to create bags, small leather goods and travel accessories that are a breath of fresh air. Shown is the Hobo (MSRP \$228) from the Orissa Metallic line in lightweight metallic Italian pigskin and shimmering in muted tones of rose, sage, sky, ivory and mocha. Creative details provide multi-functional alternatives, removable pouches and subtle contrast stitching, while signature pulls and new logo elements highlight an emphasis on the



Tusk's Orissa Metallic line

finest detailing and strong value. Contact Tusk at 1-888-GET-TUSK (438-8875) or wholesale@tusk.com for line sheets and additional information; www.tusk.com.

Give Travelers the Edge

MOBILE EDGE'S checkpoint-friendly ScanFast™ Collection features the seriously stylish ScanFast™ Briefcase (MSRP \$99.99) in durable 1680d ballistic nylon outer shell with separate padded computer compartment for superior protection and shock-absorbing elastic shoulder strap. The case, made to accommodate up to 15.4" screens and fitted with easy access accessory pockets, is designed to provide an unobstructed security scan of your laptop. Mobile Edge's new ScanFast™ Element Cases (\$99.99), also of checkpoint-friendly design, feature rich poly-suede and faux leather exterior, Wireless Security Shield™ to keep your Bluetooth phone safe from spam, hackers and viruses and a dedicated padded computer section with separate zippered workstation and file sections. In brown, green and pink, Element Cases shine with color-accented satin interior lining. For details, contact Mobile Edge at 714-399-1400; www.mobileedge.com.



Mobile Edge's checkpoint-friendly ScanFast™ Collection

One Case Solution

NEW TO THE RSV series of Pelican soft-sided cases is the PCS283 Wheeled Camera/Computer Case. Large enough to hold many of the D-SLRs, advanced compact cameras or medium format cameras, plus lenses and accessories, the soft-sided PCS283 is carry-on compatible with the messenger type computer case removed. Featuring full grain leather trim on 1680d ballistic nylon with molded corners for extra protection and side-mounted wheels with corner protectors for extra stability, it has a padded removable tray with movable dividers to keep equipment organized and detachable tripod straps with a catch pocket for the legs. The padded computer case holds the larger 17" screen laptops and has a full organizer pocket with an AA battery organizer on it. It is available in black and green with a MSRP of \$399.95. For more information, visit the BKA website at www.bkaphoto.com or call 800-250-8394.

PCS283 Wheeled Camera/Computer Case



Luggage America Offers Both Rugged and Refined

LUGGAGE AMERICA rolls out two new items: The Deluxe Rolling Overnighter is made of rugged 1680d poly ballistic with PVC and is a smooth operator with 360° spin-wheels, push button retractable handle, spacious main compartment, heavily padded laptop compartment, utility section, reinforced corner piping and full interior lining. It is available in black.

Go uptown with the London, a collection comprising a 21" carry-on, 25" vertical rolling case and 29" super rolling case, that looks sharp with polycarbonate construction and 1680d stripe poly

ballistic. Eight 360° spin-wheels allow sideways rolling for a smooth scoot down the plane aisle and free movement in all directions. Other features: 20% expandability for more packing capacity; built-in shoe pockets and extra mesh zipper pocket; removable TSA-compliant PVC pouch on carry-on; and elegantly imprinted full interior lining. For more information, contact Luggage America at 310-233-2950, www.luggageamerica.com.

Luggage America rolls out The London Collection



[Product]

Travel Sophisticates Style Up On-the-Go Gals

ROWALLAN OF SCOTLAND

helps travelers jet-set in style with its new chic City Girl Jewelry Keeps, playfully named after the “Sex and the City” ladies. Structured, stylish and lively in colors favored by fashionistas, dove gray, winter white and raspberry, “Carrie” (MSRP \$55.95) is lizard-embossed leather with snap-closed compartments, post earring organizer and inset mirror; “Charlotte” (\$50.99) is a petite leather travel box with top handle and bold nickel lock; and “Miranda” (\$72.99) is a domed lizard-embossed leather travel case. All items are available by visiting www.rowallanusa.com.



City Girl Jewelry Keeps

[Letter to the Editor]

In these times of tough business, high tension and consistently depressing news, I thought I would share with you a great, uplifting and positive experience we were blessed enough to be living through. Maybe some of my retailer friends in other towns can benefit from this. I hope so – there should be enough to go around!

We brought this product (GoGirl) in late in the summer after we went to the Outdoor Retailer Show. We carry a lot of third world travel items and this is something we have been trying to get our hands on for a while. The other versions in the marketplace sell for \$22.95-\$35 and we haven't been able to get a hold of them.

I contacted one of the writers from our hometown newspaper, *The Desert Sun*, who does a lot of third world travel. She swung in for a quick B4-U-GO! Seminar, flipped over the GoGirl, and ended up writing an article about it.

Well, the article hit the paper less than a week ago and we have sold over 225 units since then! At \$6.99-\$7.99, the packaging and positioning is incredible. This product has brought us a lot of new customers, and the average age and profile that has marched in the door for this product is totally baffling – everyone from 22-92 years old – and the multiples of units per customer again blows me away.

This is one of those “hooks” so to speak that turns our shops from old stodgy luggage stores to current state-of-the-art travel shops!

Sincerely,

Chuck Weisbart, It's...In The Bag!, Palm Desert, CA

(Editor's Note: We love this product, too, Chuck! Please see page 42 for more information on GoGirl.)



[Correction]

In the August 2009 issue, “Joining Forces — NLDA and ALDA to Merge in 2010,” Jay Friedman was mistakenly identified as ALDA's president. He is a former ALDA president. Kim Clark is the current president of ALDA. We apologize for any confusion.

Classifieds

Send your classified ad to Cathy Hays, *Travel Goods Showcase*, 5 Vaughn Drive, Suite 105, Princeton, NJ 08540; fax: 609-720-0620; email: cathy@travel-goods.org.

Deadline for the February 2010 issue is January 21, 2010.

SEEKING PARTNER TO HELP WITH WORLDWIDE DISTRIBUTION

Small innovative luggage company is looking for a partner to help with worldwide distribution. We offer unique products that are protected by two U.S. patents and two trademarks. Your company offers a worldwide sales, marketing and distribution network for luggage or consumer products that can sell our products internationally.

Our sales are over \$1 million annually in North America and, with the right partner, can easily increase by 10 times and more. We are finalizing our new product line for 2010 and expect our sales to double next year with our existing customers. If you need new products to add life to your product mix or need a new brand to extend your market penetration, we may be just what you are looking for.

Contact us at Box 1109-1 c/o Travel Goods Association, 5 Vaughn Drive, Ste. 105, Princeton, NJ 08540, or email info@travel-goods.org. All inquiries are kept confidential.

STRATEGIC PLANNING AND CONSULTING

SPC offers president/CEO level experience focused on providing successful strategies and problem solving to client companies at a senior management level. SPC has a special affinity for small- to medium-size companies and emerging brands in the travel goods industry.

Resource capabilities include over 20 years in president/CEO and senior level marketing experience in branded upscale travel goods companies. Assignments include strategic planning, branding, sales, marketing and advertising, PR, supply chain sourcing, general operations and industry relations. Assignments can include team development or C-suite interim position and leadership on demand services.

Professional relationships and service plans may be structured utilizing either a retainer or project basis as appropriate to ensure timely delivery of services.

Contact us at Box 1109-2 c/o Travel Goods Association, 5 Vaughn Drive, Ste. 105, Princeton, NJ 08540. All inquiries are kept confidential.