



Contact:
Mario Sancarranco
305-573-0882
mario@gohrmc.com

FOR IMMEDIATE RELEASE

Travelpro® and Atlantic® Luggage to Light-Up Las Vegas with Brilliant Collections at 2016 Travel Goods Association Show

--Past Winner of TGA's New Product Innovation Award Poised to Impress--

Boca Raton, FL – Feb. 18, 2016 – Travelpro, the original inventor of Rollaboard® luggage and a pioneer in innovative luggage design, will premier unique collections from the Travelpro® and Atlantic® brands at the 2016 Travel Goods Association (TGA) Show at the Las Vegas Convention Center. Industry leaders looking for the “best of the best attend” the show, which runs from March 8-10 in Las Vegas. Travelpro is introducing a record number of new luggage lines at the event: Crew™ 11 (hardside and softside); Crew™ Executive Choice™ 2 (business cases); Maxlite® 4 (hardside and softside); and Marquis™ 2 (softside), while Unite™ 2 and the new Atlantic® Designer Series will be launched under the Atlantic brand.

“Always pushing the boundaries of creativity and design, Atlantic Luggage is guaranteed to garner a lot of attention at this year’s show. Two renowned artists/designers – Kris Ruff and Amanda Caronia – have partnered with our in-house design team to create some of the most unique and fashionable luggage collections on the market today under the new Atlantic Designer Series brand,” said Scott Applebee, Vice President of Marketing for the Travelpro and Atlantic brands.

A life-long love of pattern, color and interior design led Kris Ruff into surface design. She is influenced by the clean graphics and saturated hues of Scandinavian design and finds inspiration in nature and on her travels. Her bold colors and lively line work make the Kris Ruff brand contemporary and energetic.

Bella Caronia is a lifestyle brand for those who love nature, color and style. With a background in fashion, designer Amanda Caronia has a unique eye for creating prints from her hand paintings and drawings. Her modern-meets-vintage look brings color and style to your everyday life.

Travelpro will be introducing the next generation of its flagship collection, Crew, at the show. Continuing the heritage of the line that traces its roots back to the original Rollaboard invention by Travelpro company founder, Bob Plath, the 11th generation of the line includes a full offering of softside and hardside luggage, along with a business case collection designed to meet the needs of the frequent traveler.

Highlights of the Crew 11 series include an external USB port and integrated battery pouch on select carry-on models which provides access to power on the go. The hardside carry-on model also has a built-in rear cup holder for convenient storage of a favorite beverage when moving through busy airports. Other key features are the Patented Contour Grip design that provides more control and comfort when pushing Spinner luggage; the Patented MagnaTrac™ system with self-aligning magnetic dual wheel Spinners that ensure luggage always rolls in a straight line; and the Patented PowerScope extension handle that minimizes wobble and has multiple stops at 38”, 40” and 42.5” for a smooth roll for travelers of different heights.

An essential business accessory, the Crew Executive Choice 2 business case collection is perfect for today's frequent business travelers. Crew Executive Choice 2 includes a variety of briefs, backpacks, rolling briefs and totes for the business traveler that demands it all: durability, convenience, versatility and a fashionable look that makes a bold statement. Executives appreciate features such as a padded sleeve for laptops up to 15.6", plus a separate padded tablet pocket. An External USB port on select models provides access to power on the go, while extra security is ensured with an RFID-blocking pocket that keeps credit cards and passports hidden to protect against identity theft.

More durable than ever, Travelpro Maxlite 4 Hardside and Softside luggage ensures you can travel ultra light and travel right. Packed with innovations like tapered expansion for added stability, a Contour Grip on Spinners for more comfort and stylish accents throughout, Maxlite 4 makes travel a pleasure. Plus, every piece is tested to our most demanding standards and backed by our reassuring Lifetime Warranty.

The Maxlite 4 Hardside Collection features a unique scratch-resistant shell treatment called Chromashift™ that changes color as the light shifts and viewing angles change. This dynamic color changing shell is sure to draw a crowd at the show. Four-wheel spinners rotate 360°, ensuring superior maneuverability in both the hardside and softside collections.

Amazingly lightweight and innovative 'smart' luggage, the Marquis™ 2 collection combines lightweight design with the best of Travelpro's premier technologies in one stunning collection for business and leisure travelers. Straight-rolling MagnaTrac™ wheels, the Contour Grip and PowerScope Extension Handle all maximize comfort and control. A built-in TSA lock comes standard for added security of packed items.

Atlantic Unite 2 with updated Link2Go™ offers an innovative way to attach two Spinners together. Just connect the Spinners back to back with Velcro straps and you're ready to go. The 21" Carry-on Spinner has an external USB Port and integrated battery pouch to provide convenient access to power and electronic essentials on the move. Amazingly versatile and lightweight, the affordable Unite 2 collection is perfect for family travelers who need an extra hand.

For additional information on any of Travelpro's or Atlantic's expansive lines of outstanding luggage, please contact mario@gohrhc.com or call 305-573-0882.

About Travelpro

For over 25 years, Travelpro International has prided itself on design innovation and durability in crafting the highest quality luggage for travelers worldwide. Since transforming the ease of modern day travel with The Original Rollaboard® wheeled luggage, Travelpro® has been the brand of choice for flight crews and frequent travelers on every continent. The company is dedicated to building a lifelong relationship with its customers by consistently meeting and exceeding their expectations.

Among other honors received, in 2015 *The Wirecutter*, a cutting-edge source known for promoting the 'best gadgets and gear for people in the know' tested 31 bags over the last three years and determined that the Travelpro® Platinum® Magna™ 2 22" Expandable Rollaboard® Suiter is the best carry-on bag on the market. The Travelpro® Crew™ 10 22" Expandable Rollaboard® Suiter received the 2nd place award.

Please visit Travelpro® at www.travelpro.com for a full list of the latest products and retail locations. Follow us on Facebook at www.facebook.com/TravelproINTL and Twitter: @TravelproIntl.

About Atlantic Luggage

Since 1919, the Atlantic® brand has been synonymous with affordable, value-added and lightweight luggage. As a market leader in the lightweight luggage segment, from cleverly-designed uprights and spinners to trendy and smart garment bags and totes, all Atlantic-branded luggage personifies superior quality and durability. Whether for business or recreation, travel is more pleasurable with Atlantic luggage, part of the Travelpro® family of products.

Please visit Atlantic® Luggage at www.atlanticluggage.com for a full list of the latest products and retail locations.

Product, lifestyle visuals of each product and extensive fact sheets are available for the TGA show by contacting Mario Sancarranco at mario@gohrmc.com or 305-573-0882.

#