



Eagle Creek Introduces TrueFit™ Carry On Sizing For Luggage

The first brand to prioritize making travelers' lives easier by staying within airline requirements.

“Carry on size has always been a little bit of a moving target, but Eagle Creek bags have consistently been designed and built to fit into the overhead compartments of most US domestic airlines, while also providing smaller carry-on sizes for international travel.” – Roger Spatz, president at Eagle Creek

San Diego, Ca. (March 3, 2016) – Travel can have its challenges. Your luggage shouldn't add to your stress level. Eagle Creek, the leader in adventure travel, introduces TrueFit™ sizing on all carry-on sized products, giving you confidence that your luggage should fit in the luggage sizer.

We've all wondered whether or not we're going to be able to get our luggage through the gate, onto the plane and into the overhead compartment at one time or another. And with good reason. Over recent years, many major airlines have reduced the size of allowable carry-on luggage or have started enforcing their size requirements.

Many brands today claim to offer carry-on luggage sizes, but not all publish the *true* sizes or weights of their bags. This ultimately means that consumers may encounter the unfortunate experience of their bag being gate checked - with absolutely nothing that can be done about it.

Eagle Creek carry-on luggage has always been true to published specs, and sized to meet airline requirements. Elevating their consumer promise of integrity, Eagle Creek is launching the TrueFit™ Carry-On campaign, to demonstrate that all Eagle Creek bags sized 22" or smaller fit the 22 x 14 x 9" inch maximum size allowed by most major US carriers, including United, Delta and American.

Always developing innovative travel gear and sharing tips for making travel easier, Eagle Creek continues to put the consumer experience of travel as their top priority, making every trip more enjoyable.

To get the word out, Eagle Creek will deploy a number of strategies including homepage storytelling, a dedicated landing page, on-product messaging, a social media campaign, and a helpful education about carrying on, on the Eagle Creek Blog.

Links:

Eagle Creek website: <http://www.eaglecreek.com/truefitcarryon>

Eagle Creek on Facebook: [facebook.com/EagleCreekGear](https://www.facebook.com/EagleCreekGear)

Eagle Creek on Instagram: [instagram.com/eaglecreekgear/](https://www.instagram.com/eaglecreekgear/)

Disclaimer:

Eagle Creek carry-ons will be over carry-on size if expanded or over-stuffed. If an airline requires you to check your bag due to lack of cabin space or any other reason, Eagle Creek is not responsible for any check-in fees or damage to your bags' content.

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, travel bags, and accessories since 1975. Through the years they have fine-tuned the best way to design

and build gear for diverse travel needs. With their end goal to enhance any travel experience, they offer a Travel System of products, which includes a wide selection of luggage, packing organizers, accessories, and day bags. Building smart and dependable gear, Eagle Creek backs all their products with industry-leading warranties so that travelers can stay focused on new discoveries knowing their gear is built for the road. For more information, visit eaglecreek.com

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