

# NEW LUXURY TOILETRY CASE SOLVES TRAVELERS' MOST VEXING IN-FLIGHT PROBLEM

LuxePak™ announces the end of the exploding liquids in travelers' luggage.

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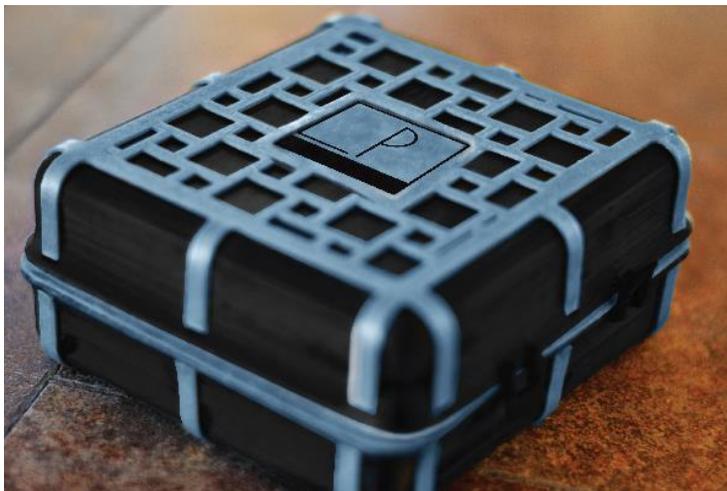
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BROOMFIELD, Colorado, April 1, 2017 – There's a new luxury toiletry case launching this week that will solve one of the peskiest problems air travelers face—exploding liquids at high altitudes.

LuxePak™ is a sleek, sophisticated solution that is both practical and beautiful. Unlike the standard Ziplock bag approach to combatting spilled liquids in your luggage, LuxePak makes bringing your bathing essentials easy and elegant.



## Product Details

LuxePak has a black hard-shell case that is airtight and waterproof. It contains a netted compartment, your choice of a charcoal vegan body sponge or a net loofah, and three 2-ounce refillable plastic bottles with locking, leak-proof pumps. There is also enough extra interior room to hold other items such as perfume samples and a razor. The compact size

slips easily into either carry-on or checked luggage. It is fully TSA compliant. Dimensions: 6"x 6"x 2" Weight: 12 ounces

## Product Design and Development

LuxePak™ was designed by Dee Dee and Tom Niedzwiecki, two entrepreneurial world travelers who tired of opening their luggage only to find their clothes soiled with shampoo and conditioner because the bottles had exploded during flight.

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Dee Dee states "The concept for the case came to me after a particularly embarrassing situation. After a 20-hour international flight, I arrived at my hotel, opened my suitcase, and found all my clothing soaked with shampoo, conditioner, and body lotion. Normally, this would just be an inconvenience, but I had to present to a group of C-suite executives within hours, and I had nothing to wear but the rumpled, smelly clothing I had been traveling in. It was horrible. The last thing you need when you're doing an important professional presentation is to feel embarrassed and out of sorts. I drew the first draft concept for LuxePak on a napkin in that hotel."

The case has gone from back-of-the-napkin concept to design and finally to production. In April LuxePak™ makes its worldwide debut at the International Travel Goods Show in Las Vegas April 5 – 7, 2017. You can see the case at booth #443.

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