

ALEON

FOR IMMEDIATE RELEASE

ALEON, Inc. Debuts Classic Aluminum Luggage Collection

*New aluminum luggage manufacturer to exhibit
at the 2017 International Travel Goods Show in Las Vegas in April*

DAVIS, CA – MARCH, 2017 – ALEON®, Inc., a new Northern California-based luggage



manufacturer, will debut its 7-piece Classic Collection of aircraft-grade aluminum luggage at the 2017 International Travel Goods Show, April 5-7, in Las Vegas, NV. A collaboration of a progressive, tech-centric American company and a technologically advanced manufacturer in China, ALEON launched in mid-2016 in the United States and Canada. The company makes state-of-the-art fine aluminum luggage that is durable, timeless in design and affordably priced. Visit www.ALEONcase.com for more information.

A square deal

Lightweight, strong and highly functional, ALEON cases boast square edges for maximum packing and ease of packing and unpacking. Interiors feature a Compression Packing System to reduce or eliminate wrinkled garments and exteriors sport an industrial chic ridged design accented by rivets. Collection colors include platinum, onyx and champagne, and new collection colors red

and blue. Each case shipped is encased in a protective luggage cover for safekeeping when stored.

Classic collection pieces include a 17-inch Wheeled Briefcase, 17-inch Deluxe Wheeled Briefcase, 19-inch International Carry-On, 26-inch Traveler, 30-inch Macro Traveler and 32-inch Macro Plus Traveler. Cases have reinforced corners, quiet high-density double quad dual wheels, integrated TSA-accepted combination locks and a multi-stage telescoping handle.

The price range for the collection is \$379 to \$850. Because all case componentry (excluding the TSA-accepted lock) is manufactured at ALEON's integrated factory, cases are not only guaranteed to be of exceptional quality, but are offered at a lower price point than other aluminum cases on the market. Cases are available in better specialty stores, on e-commerce sites and at ALEON's website at <https://ALEONcase.com>.

ALEON also plans to introduce an accessories collection at The International Travel Goods Show. Pieces include a Clutch, Credit Card Holder and an Underseat Case, all made of aluminum, a natural RFID blocker against digital thieves trying to skim personal data from credit cards, IDs and passports. Accessory colors are silver, gray, blue and red. A 32-inch Trunk, available in silver, will also be introduced.

ALEON takes its name from the Periodic Table's symbol for aluminum, "Al," and from the word itself, which means "an unusually kind and dedicated person." The company offers high quality cases that endure the rigors of travel and provide a positive experience for travelers, and backs its product with a global 10-year limited warranty. A donation is made to build schools in China for each ALEON case sold so that young women can improve their lives for themselves and their families. ALEON is currently expanding into Japan and China.

For more information about ALEON, Inc., its Classic Collection and its debut at the 2017 International Travel Goods Show, contact Carol Elms at 530-302-5898 or Carol@ALEONcase.com.

MEDIA CONTACT:

Carol Elms, Owner

Carol@ALEONcase.com

530-302-5898

ALEON, Inc.

<https://ALEONcase.com>

PHOTO

ALEON's 21" Classic Carry-On in red.

Hi- and low-res images available.

ABOUT [ALEON, Inc.](#) | ALEON is the collaboration of a progressive American company based in tech-centric Northern California and a technologically advanced manufacturer in China to bring travelers a state-of-the-art line of aluminum luggage that is durable, timeless, affordably priced and naturally RFID-shielded to keep digital thieves from skimming personal data. Influenced by the cutting-edge tech industries that dominate the Northern California region, ALEON luggage embodies a timeless aesthetic to ensure style savvy and seamless travel experiences. The ALEON brand was launched in mid-2016 in the United States and Canada and is sold in better specialty stores and on e-commerce sites. ALEON is currently expanding into Japan and China.