

NEWS Briefs

New Members

A HEARTY WELCOME TO THE FOLLOWING COMPANIES THAT HAVE JOINED TGA SINCE MARCH:

- AAACK!, Austin, TX (M); aaackpacks.com
- Bedgear Performance, Farmingdale, NY (M); bedgear.com
- Bibelib Paris, Paris, France (M); bibelib.com
- Camera Coats, Salt Lake City, UT (M); cameracoats.com
- Dandy Nomad, Paris, France (M); dandynomad.com
- Elissa Bloom NY, Bryn Mawr, PA (M); elissabloom.com
- Fabrique/WIB, Branford, CT (M); fabriqueusa.com
- Freehand Travel, Charlotte, NC (M); freehandtravel.com
- Gruv Gear, Yorba Linda, CA (M); gruvgear.com
- Herschel Supply Company Ltd., Vancouver, BC, Canada (M); herschel.com
- Hypercel Corp., Valencia, CA (M); hypercel.com
- JetComfy LLC, Rockville, MD (M); jetcomfy.com
- Kennedy International Inc., Dayton, NJ (M); kennedy-intl.com
- KOMPANERO, Kolkata, WB, India (M); kompanero.in
- MERSIÖ, Trois-Pistoles, QC, Canada (M); mersiolifestyle.com
- Perfect Travel Bag, North Miami, FL (M)
- Primeware, Fountain Valley, CA (M); primewareinc.com
- Savy Sales, Lexington, MA (M); atlastravel.com
- Scrubba by Calibre 8, South Yarra, VIC, Australia (M); thescrubba.com
- Sutote/AHA Bolivia, Cochabamba, CA, Bolivia (M); ahabolivia.com
- The Airhook, Woodinville, WA (M); theairhook.com
- TOOLETRIES Pty. Ltd., Brisbane, QLD, Australia (M); tooletries.com
- Travel Kozy, Sun City Center, FL (M); travelkozy.com
- Travel Retail Distribution Group, Pembroke Pines, FL (M); thepogo.com
- Tucker Travel Cover, Redondo Beach, CA (M); tuckertravelcover.com
- XTEND LLC, San Francisco, CA (M); x-tend.io
- Yota Enterprise, Las Vegas, NV (M); officewirelesslv.com
- Zand Amsterdam USA, Lakewood, CO (M); zandamsterdamusa.com

M=Manufacturer



Big Brand Presence

BUILDING SALES IS ALL ABOUT BUILDING traffic. Which means if you're a travel goods manufacturer or distributor, you need to be at The 2018 International Travel Goods Show, Feb. 27–March 1, 2018 at the Las Vegas Convention Center. It's the biggest gathering of travel goods retailers on the globe, attracting national department stores, regional travel goods chains, big box retailers, international retail powerhouses, independent retailers and e-tailers. The Show is your opportunity to give your sales a boost in every geographic market. It's a first-come, first-served floor plan so reserve early and make 2018 your year to shine. Access the exhibitor application at thetravelgoodsshow.org or contact Cathy Hays for details, 877-842-1938, x-707.

The Show Makes Waves Across the Country

THE 2017 INTERNATIONAL TRAVEL Goods Show attracted more media attention than ever before. Exhibitors' innovation captured the attention of writers both on the Show floor and those following the action and covering remotely. Thus far, Show coverage facilitated by TGA has appeared in outlets including CNBC, Skift, *USA Today's* 10Best, Smarter Travel, *The Washington Post*, *The Washington Times*, *Winnipeg Free Press*, various affiliates of ABC, CBS and FOX, countless blogs and more. The media list – sent exclusively to member/exhibitors – was the largest in Show history, helping exhibitors connect with nearly 70 writers. With questions about TGA's media relations program, please contact Kate Ryan, kate@kateryanpr.com. ■



Join, and Reap the Benefits

DID YOU KNOW TGA MEMBERS – RETAILERS AND MANUFACTURERS both – enjoy discount credit card processing and shipping? And that member companies pay 40% less for exhibit space at The International Travel Goods Show? Member companies can also enlist the help of TGA's own PR department (and our extensive media contacts list) for disseminating product and company news. And TGA membership also lends more weight to our lobbying efforts on Capitol Hill, which have forestalled onerous legislation affecting the travel goods business. Log on to travel-goods.org/become-a-member/ or contact Cathy Trecartin, cttga@aol.com, 877-842-1938, x-702 and learn more about how TGA membership can help your business – and the entire industry – get ahead. ■

Capitol Beat | By Nate Herman

Trade is Dead...Long Live Trade – Part Deux

Since I wrote about trade last fall, trade has not only been on the defensive, it has been on the ropes. The Trans-Pacific Partnership Free Trade Agreement (TPP) is dead. Existing free trade agreements, like NAFTA, are on the chopping block. Politicians are trying to triple tax our imports (see my last column). And the term “trade deficits” has become a four-letter word in many D.C. circles.

There hasn't been this much vitriol against trade since Congress approved the Smoot-Hawley Tariff Act of 1930, the very legislation that tipped the United States into the Great Depression (factoid – the tariffs created in 1930 by Smoot-Hawley on U.S. imports of travel goods are the very same tariffs we still pay today).

But to paraphrase “Monty Python and the Holy Grail,” “trade is not dead yet.”

The reality is that our industry is dependent on trade. Today, 99% of all travel goods sold in the United States are imported. Yet, thanks to trade, the industry – and our 100,000 U.S. workers – has weathered the two worst recessions seen since the Great Depression of the 1930s. Trade has enabled the industry to offer consumers a wider variety of high-quality products at reasonable prices, keeping travel goods relevant in virtually all aspects of their consumers' lives. We witness the benefits of trade every day when we see our kids, neighbors, friends, colleagues,

and others using our products – luggage, handbags, totes, backpacks, etc. – to carry all their other possessions that they own thanks to trade.

And even though our politicians don't get it, poll after poll shows that everyday Americans do get it. In a recent Gallup poll, a record 72% of Americans see trade as an opportunity for economic growth.

Since the election, we at the Travel Goods Association have been hard at work trying to educate Congress and the new administration about fact versus fiction when it comes to trade.

At the same time, we continue to push Congress and the administration to get trade off the ropes and fighting for our industry and our workers again.

Building on last year's success, we are urging the new administration to declare U.S. imports of travel goods duty-free from all developing countries under the Generalized System of Preferences (GSP) program, versus just from least-developed countries and Africa. We are lobbying Congress to approve a Miscellaneous Tariff Bill (MTB) that would temporarily reduce or eliminate duties on dozens of travel goods items. And, finally, we are pushing Congress to renew the overall GSP program before it expires at the end of this year.

So, despite all the bad rhetoric out there, just remember, “trade is not dead yet.” In fact, “we are feeling better” all the time. 

CALIFORNIA PROP 65 | MORE CALIFORNIA PROPOSITION 65 NOTICES ISSUED

New “60-day” notices have been issued in the last few months alleging that brands and retailers sold backpacks, fashion wallets, handbags, purses, design bags, luggage tags, travel set cases, electronics cases, cooler bags, and bike bags in California that contained di (2-ethylhexyl) phthalate (DEHP) in

violation of a California law known as Proposition 65 (Prop 65). The notices serve as intent to bring lawsuits against the recipients that sold these products. For more information on Prop 65, please go to the Prop 65 page on the TGA website or contact TGA's Nate Herman, 202-853-9351. 

DEMOCRACY IN ACTION *Highlighting the corporate citizenship of the travel goods industry*

“Cabeau Cares” Initiates Feel Good Friday

TEAM CABEAU STARTED 2017 BY GOING OUT IN FORCE ON FRIDAY, JAN. 17 TO SPREAD joy, happiness and laughter to people in the community. Cabeau employees gathered at street corners in Woodland Hills holding signs that relayed positive messages like “Dream Big” and “It's Friday, Smile.” for all to see. The main goal was to give the community something to feel good about. And they did just that as people came up and gave them hugs and thanked them for making their day a little brighter. Small acts of kindness can sometimes have a resounding impact. 



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DEMOCRACY IN ACTION *Highlighting the corporate citizenship of the travel goods industry*

VIM & VIGR Releases Limited Edition Sock Designs in Support of National Breast Cancer Foundation

LAST FALL, COMPRESSION LEGWEAR company VIM & VIGR announced the release of its limited edition breast cancer awareness sock and partnership with National Breast Cancer Foundation (NBCF). VIM & VIGR pledged to donate \$5 from every breast cancer awareness sock purchased, a minimum of \$5,000, to aid in breast cancer education and support of women around the world. At the end of 2016, VIM & VIGR contributed \$10,000 to NBCF, exceeding their goal. The VIM & VIGR breast cancer awareness socks will be available for purchase for a limited time only. VIM & VIGR will be continuing this partnership into 2017, and will be featuring a new promotion this October. ■

Eagle Creek Partners with Batiquitos Lagoon and WILDCOAST

AS PART OF THEIR CONTINUING EFFORTS TO GIVE BACK TO THE COMMUNITY, THE staff at Eagle Creek wrapped another successful Service Day on April 20, 2017, partnering with the Batiquitos Lagoon Foundation and WILDCOAST to work on and around Batiquitos Lagoon, one of the few remaining tidal wetlands in California. The Eagle Creek team helped by maintaining a popular hiking trail, removing a massive amount of invasive species from the trail and surrounding areas. Meanwhile, another group rebuilt a rope fence along a different section of the trail, and yet another team worked on improving the on-site garden at the lagoon. ■



Eagle Creek is a proud sponsor of the semi-annual Service Day and applauds the commitment and generosity of their employees.

Zensah Awards Student-Athlete Scholarships

BECAUSE OF THEIR BELIEF THAT STUDENT-ATHLETES LEARN THE IMPORTANCE OF grit and tenacity through the high school athletics experience, Zensah® recently teamed up with Olympian Kara Goucher to create the Zensah-Kara Goucher Scholarship Program. Two exemplary student-athletes, one male and one female, were awarded a scholarship towards their college education. The application was open to any high school student who has participated in at least one season of a high school sport related to running. ■

MEMBER PROFILES In an effort to publicize and promote the travel goods industry, TGA profiles both new and longstanding members in every issue of *Travel Goods Showcase* and on TGA's website, travel-goods.org. TGA members can submit profile information by visiting travel-goods.org.

MEMBER PROFILES

Everest Tannery Ltd.

EVEREST TANNERY® LTD. IS ONE of India's leading manufacturers of leather goods, with more than 20 years of experience in leather product manufacturing. It is bringing this hard-won

expertise to the travel goods market with the launch of a special travel collection that joins its pre-existing selection of fine leather belts, wallets, briefcases and gift items.



Its travel products include backpacks, shoulder bags, duffle bags, wheeled duffels with trolley handles, wash bags, luggage sets and 20" cabin bags. All products are made in a variety of

materials including leather, canvas and waxed canvas, combining functionality with unique visual appeal.

For more information, visit everesttan.com or contact Nasir Mansoor at +919839604072; nasir@everesttan.com. ■

MEMBER PROFILES

Luggage Leash

CYCLE LEASH, THE FIRST SOFTWARE "solution" in the Leash It group, was created as an early warning system to let bicycle owners know if someone was trying to steal their bike. Once launched, a number of different uses for Cycle Leash's technology were realized, including solutions for luggage,

pets, kids and motor vehicles – all available now on its app, via the App Store and Google Play. Installing the Leash It App on your mobile phone makes you part of a community that can assist in tracking lost or stolen items.

“From pet lovers to frequent travelers to parents there is a way now for Leash It to help you find your possessions across the globe,” states Tony Lotzof. “There is also an SOS feature within the app that sends out an SOS with your location to the community should you be in an accident or are lost and need assistance.”

The Leash It App works by constantly searching for unique Leashes, and if one comes in the vicinity of a user, it automatically checks to see if it has been reported lost or stolen, and if so, sends a notification to the owner



letting them know the last known location. You can also set a perimeter around you and the item and it will sound an alarm on your phone if it leaves that perimeter. Conversely, the app can alert you when you approach your luggage, which can be helpful at baggage carousels and cruise ship luggage claim areas.

For more information, visit cycleleash.com or contact Tony

Lotzof at +61390010606; tony@cycleleash.com.

MEMBER PROFILES

Trochi

BASED IN TORONTO, CANADA, the Trochi line of exclusively-designed luxury luggage is now being offered in the United States. Formed in 2015 to meet a growing demand for premium-quality, affordable luggage, Trochi’s products are constructed of the very

finest raw materials, and designed for function and beauty, but with durability that meets the rigorous demands of modern, international travel. Its items are backed by a 10-year limited warranty.

“Trochi fills a gap in the marketplace by offering the discerning consumer feature-rich, elegantly designed, quality luggage at a mid-market price,” states Peixiaq Jiang. “You can count on a Trochi to meet the rigorous demands of modern, international travel and to



keep on looking good while doing it. Airport after airport, tarmac after tarmac — that’s the Trochi promise.”

For more information, visit trochi.com or contact Peixiaq Jiang at 289-846-7077; inquires@trochi.com.

SAVE THE DATE

The **International** Travel Goods Show '18



Tuesday–Thursday
February 27–March 1, 2018

Las Vegas Convention Center, Las Vegas, NV • South Halls 3 & 4

thetravelgoodsshow.org