

Where We're Going

NEW EXHIBITORS PREVIEW | By Garrett Lai | A map can show where you are. More importantly, it depicts where you're going and the territory ahead.

Think of our annual New Exhibitors Preview as a travel goods industry atlas. It is a glimpse of new brands coming into view over the horizon, fresh landmarks that are worth the detour and merit exploration, road signs for future product direction and trends.

These are snapshots of what some of the new brands you'll find at this year's Show are about – their identity, design philosophy, and the items they'll have on hand. It's just what you need to determine exhibitors of interest to circle on your own Show map, and plot the future.

Booth LP1206 | **EazyCushion** One Space-saving Cushion, Multiple Comfort Functions

On the road space is tight, comfort is at a premium, and there are so many opportunities for discomfort: airline seating, too-small hotel desks, hard-surface outdoor venue seating. EazyCushion was made to address these scenarios, with a stepped-wedge design that works as a head and neck rest/support for airline-style seating, a seat cushion, lower back/lumbar support for chairs or exercise, a foot support, laptop stand or portable armrest/barrier for in-flight use.



EazyCushion provides added comfort in flight, at home and work, or any place where you're confronted by hard public seating. Use it in flight as a personal barrier and armrest or head/neck pillow, or at your destination as a seat enhancement or laptop stand.

ON SHOW: The patented EazyCushion, an ultra-versatile comfort enhancer for in-flight transit and all-around comfort. Measuring just 13"x13"x3.5" and weighing 15 oz, it's made from durable foam with a washable polyester blend cover. MSRP: \$23.95

Booth LP022 | **FootFidget** Physical Therapist-designed, for Improved On-the-go Health and Comfort

As travel professionals, we know long confinement in an airplane seat isn't comfortable, and actually carries health risks from prolonged inactivity.

As humans, we're built for movement. And research shows we're more productive and efficient when we're active – witness the proliferation of stand-up desks and treadmill workstations. Students who stand up, move



Specially designed by physical therapists to promote active moment – including core activation to decrease back strain, and increased circulation in legs and ankles – during transit on planes and other situations with confined movement and seating.

and fidget in class are more focused and successful, and it can improve executive function and memory in adults.

The core product for FootFidget® is an active footrest employed in classrooms and offices, but the new Traveler FootFidget is intended for on-the-go deployment on planes and other transit to counter the detrimental effects of prolonged sitting.

ON SHOW: Traveler FootFidget® Footrest, the only dynamic footrest specifically designed by physical therapists for use while seated in transit. Gentle exercise of the legs improves comfort and helps offset detrimental effects of prolonged confinement in the seated position. MSRP: \$59.99

Booth 606 | **Frequent Flyer** Fashion Forward and Function First

Founded in 2017, Frequent Flyer is aimed squarely at a young travel demographic, with youthful style and street-wise graphics that appeal to Millennials and non-traditionalists. The company's signature "zip-around" design allows most bags to be opened out completely flat for amazing access and packing ease. This is urban chic – camouflage, jarring combinations of contrasting plaid, faux denim and quasi-geometric prints – these pieces would fit right into the youth landscape of the world's great cultural centers such as New York, London, Paris, Barcelona, or Frequent Flyer's home base: Hong Kong. With a functional flair and clever design, this is a brand worth exploring and invites urban exploration.

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ON SHOW: The Captain Zip Around Backpack, feature laden with concealed compartments and innovative “zip-around” design that lets the pack open into a completely flat configuration for easy packing of its multiple zippered pockets. Available in three sizes: 22, 16 and 11 liters. MSRP: \$193 (16 L)



The Captain Zip Around Backpack exemplifies Frequent Flyer's function-driven, fashion-forward esthetic. The “zip-around” design permits the pack to be opened up completely flat, for simplified packing, and provides easy access to more pockets than would be practical with a traditional top- or panel-opening design. This is youth-oriented equipment with 21st-century urban appeal, in up-to-date materials with modern execution.

Booth 333 | FUGU Luggage
Clever and Fresh, with Crowdfunded Success



Rollux is the 15.7” tall rolling carry-on with a 19.6” x 8.6” footprint that transforms in height to 33.4”, more than doubling the volume of this 41-liter carry-on to become a 93-liter suitcase. Made from polypropylene, with a metal-reinforced frame, this carry-on has detachable swivel wheels and weighs just 8.5 lbs.

Expandable luggage isn't new, but FUGU's take is definitely novel. Intended to help travelers duck excess baggage fees, its Rollux spinner more than doubles in size, transforming from a squat 41-liter carry-on into a 33”, 93-liter full-size suitcase.

FUGU launched in 2014 with its Influx suitcase that raised nearly half a million dollars on Kickstarter and won the Kickstarter 2016 Design Award. That experience – which wasn't without its growing pains – has informed FUGU with its follow-up effort, the Rollux, scheduled for release in May 2019.

ON SHOW: Rollux, a smart carry-on that almost instantly accords into a full-size, 33” spinner suitcase. This clever rolling suitcase includes an external USB port cabled to an internal power bank pocket, with a semi-rigid design of elasticized material for flexibility and a modern appearance. MSRP: \$249

Booth 227 | Hampton Products
Add-on Biometric Security for Everyone

Hampton Products is a trusted name in security, getting its start in 1973 with a weatherproof spare tire padlock that became a staple in automotive dealerships of every sort. Since that beginning, the company has built a portfolio of security brands that include Brink's Door Hardware and Brink's Padlocks, which now includes BenjiLock, a CES 2017 Innovation Award honoree featured – and funded – on Shark Tank.

BenjiLock's biometric technology can recognize up to 10 users' fingerprints, operates for 6-12 months on a single charge and is already a Shark Tank and social media darling.

The BenjiLock Fingerprint Travel Lock provides biometric security for any luggage that can be secured via padlock. No codes to forget, no keys to lose. It stores up to 10 users' fingerprints for access, with 6-12 months' rechargeable battery life and a brass key backup. Travel Sentry/TSA accepted.



ON SHOW: The BenjiLock Fingerprint Travel Lock that's Travel Sentry/TSA accepted. The die-cast zinc body and double stainless steel ball locking mechanism are robust, and house a lithium-ion battery that powers this fingerprint lock for 6-12 months on a single charge. MSRP: \$49.99

Booth L01204 | Instinct Backpack
The Backpack – Accessorized and Reinvented

Instinct Backpack was founded in 2017 by a small team of enthusiastic travelers who set out to reinvent the carry-on-size backpack. Its first design debuted in February 2018 as a modular item with integrated packing cubes, and it's the foundation for a holistic system that can include a tiny waterproof fingerprint lock and a packing list app that includes trip reminders, foreign currency exchange rates, weather forecasts and power outlet/adaptor info for a given journey.



Instinct Backpack's modular approach to carry-on is said to reduce packing time by 80%, with a straightforward approach to packing organization that reduces packing space. The companion fingerprint padlock can store up to 11 fingerprints.

ON SHOW: The carry-on-size Instinct Backpack can be configured with multiple Incubes as part of Instinct's modular travel system, with cubes dedicated to toiletries, electronics, wet and dry clothes, shirts and ties, digital

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SLR camera and passport with RFID blocking. Accommodates a 17.56" laptop and 10.5" tablet. The companion Instinct App generates packing lists and comprehensive travel info including weather and foreign currency exchange rate. MSRP: \$141 (backpack only), \$254 Ultimate Total Set (backpack + 6 Incubes)

Booth 1046 | itGirl

Ditch Boring Travel – the itGirl Way

Strong yet glamorous, the new spin-off from it luggage, itGirl, is a fashion-conscious luxury brand inspired by London fashion targeting “driven women who admire boldness, unique designs and affordability” with its on-trend, feminine touch. This is fashion-forward design overlaid on the functional foundation of it luggage’s design prowess and proven engineering expertise.

ON SHOW: A bold new collection aimed at strong women who want some luxury, glamor, and a feminine touch. Duet’s big checked suitcase and its companion cabin-size bag with its LINQ-IT pass-through means it’s easy to sit the carry-on atop the big roller for hassle-free maneuverability and easy handling



Stylish, and designed for bold women unafraid to shape and own their own style, the new Duet by itGirl features a luxury PU fabric exterior, 10-year warranty and the functional convenience of it luggage’s LINQ-IT system that turns the big roller and its matching carry-on into a single easy-to-manage rolling unit.

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from door to door. MSRP: \$320 (large suitcase), \$280 (cabin bag)

**Booth LP1200 | Kaleido Concepts
Design Passion + Leading Artists +
Origami Elements**

With origami as a design influence, it seems inevitable that products from Kaleido Concepts can’t help but be compact and space efficient. But they’re also personally expressive travel items that are fresh, modern and fashionable, thanks to the company’s partnership with leading artists.

Kaleido was founded in 2017 by friends Lisa and Anita, who first met in business school and are veterans of The Gap and Melvyn’s, and Microsoft and Google, respectively. The duo wanted travel products that reflected their own tech and design backgrounds, and partners with print artists like Kelly Ventura, Annie Chen and Ampersand Design for inspired whimsy and fun.

Kaleido Concepts donates 1% of profits to children’s literacy and girls’ education, noting that two-thirds of the world’s estimated 800 million individuals who are illiterate are women and girls.



Kaleido’s origami-inspired designs use uniquely colorful prints from partner artists to create playfully matched ensembles that range from backpacks and totes to packing cubes and organizer pouches.

ON SHOW: Packable, lightweight totes and backpacks that compact and fold for portability; matching packing cubes and pouches that add organization and fun. MSRP: Starting at \$12 (pouches), \$22 (packing cubes), \$38 (totes), \$48 (backpacks)

**Booth 1423 | Luggage Tech
SMART Luggage, the Next Generation**

Luggage Tech’s products were conceived to keep pace with today’s active

tech lifestyles. The company’s SMART luggage is electronics-ready and technology friendly – many of its items feature USB charging ports for user-supplied power banks, digital scales, GPS trackers powered by commonplace AA batteries that are accepted under airline guidelines for lithium batteries in checked luggage.



Luggage Tech’s full line runs the gamut from an RFID-blocking passport holder to digitally savvy, electronics-friendly carry-ons and rolling luggage that provides technical connectivity sans lithium-ion batteries.

ON SHOW: Luggage Tech will be on hand with a full line of connection-ready, electronically savvy travel gear ranging from its RFID passport holder and SMART Strap Luggage Strap with digital scale and proximity alert tracker, to its Global Portable WiFi with SIM-free connectivity and roaming-free global data connection at 4G LTE speeds in over 100 countries. Its luggage offerings include the uniquely configured SMART Tote Backpack, 20” and 28” luggage with USB charging ports, proximity alert trackers or GPS tracking and other high-tech features. MSRP: \$20 (passport holder), \$30 (luggage strap), \$65 (tote backpack), \$250 (20” carry-on), \$400 (28” wheeled suitcase), \$200 (global portable WiFi)

**Booth LP1201 | Lunatec Gear
Simplify Your Life. Complicate it with
Adventure.**

Lunatec’s outdoor gear is designed to simplify your life, so you can spend more time complicating it with adventure. Inspired by its own founders’ adventures, Lunatec’s products add a twist to everyday standbys like hydration bottles, washcloths and sponges, making them more versatile, useful and low maintenance. That’s a win in the outdoors, and a boon for travelers.

ON SHOW: Inspiration for Lunatec’s Self-cleaning Washcloth struck during

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a kayaking adventure in Alaska's Glacier Bay. It's essentially a nylon loofah, in flattened-out towel form so it's quick-drying, exfoliating and helps clean skin of accumulated sunblock, sweat and grime. MSRP: \$8 (2-pack), \$16 (5-pack)



Think of Aquabot as a supercharged water bottle with a spray attachment so it can function as a cooling mister, shower or faucet. Fill it, pressurize the contents with the plunger-style hand pump, and it's ready to dispense its contents as a mist or stream. Available in a multitude of colors, in 650- and 1000-mL sizes. MSRP: \$28-\$30.

Booth 442A | OKO H2O NASA-quality Water Filtration – Anywhere

Access to potable water isn't a given, especially if you're headed to the world's more far-flung, adventurously remote areas. OKO's water filtration bottles apply tech from NASA's Technology Transfer Program – as deployed on the International Space Station (ISS) – to be your personal, potable water resource.



Using OKO's water filtration bottles, and its On the Go chart of worldwide water quality, it's easy to safely hydrate wherever your travels take you.

OKO water filtration bottles come with Level-2 filters originally developed for NASA and the ISS, with a capacity of 100 gallons. The filters are lab tested to remove 99.9999% of giardia lamblia and cryptosporidium, two of the most common open water contaminants found worldwide; and they remove 99.994% of E. coli bacteria. Level-1 carbon-based filters are also available, which can reduce chlorine and unpleasant taste and odor.

In extreme conditions, OKO's Survivor extreme filtration straw provides Level-3 filtration with a 0.1 micron pore-size filter and a lifespan of 100,000 liters (2,641 gallons).

OKO's website includes a world water safety table, a country-by-country chart depicting water quality and the anticipated level of water filtration required.

ON SHOW: OKO water filtration bottles, made from FDA-approved, BPA-free materials and outfitted with Level-2 filters with NASA-derived technology. MSRP: \$25.95 (650 mL), \$26.95 (1000 mL), Replacement Filter MSRP: \$12.95

Booth 123 | Playmarket Shopping Trolleys

Smart Transport for the Pedestrian Set
Personal shopping trolleys are a European mainstay, and Playmarket's interpretation and update of the traditional wire basket design is lighter, easier to maneuver, holds more, and is a terrific travel companion for walking tours and pedestrian errands.

ON SHOW: Designed in Spain, sold worldwide, appropriate everywhere.



The We Go folding shopping trolley's four dual castoring wheels are super stable and make it easy to maneuver 50 liters' worth of goods in its removable, washable polyester bag. Folds flat for storage or vehicular transport, and ready to go. Any place. MSRP: \$220.

Playmarket trolleys are available in five different fold-up styles – Go Two, Go Fun, Go Up, Go Plus and We Go. MSRP: \$120-\$220.

Booth LP021 | Quik Pod Great Selfies. No Stick.

Selfie sticks have their limits – namely, the length of your arm and the stick. Selfie Stick-It® goes beyond the stick, mounting your phone anywhere so you can take terrific photos with the ease of clicking the wireless remote.

Selfie Stick-It fits any smartphone, and its reusable sticky pad adheres to wood, glass, marble and more with a strong temporary hold. Its stretchy phone mount means it accommodates Popsocket-equipped phones.

ON SHOW: Selfie Stick-It, the hands-free, sticks-almost-anywhere phone mount and wireless Bluetooth remote that lets you take amazing selfies with your iOS or Android phone. MSRP: \$19.99



Take great hands-free selfies with your phone: mount it, stick it, and snap it via Bluetooth remote. Works with iOS and Android, any size phone, and a multitude of surfaces for terrific selfies almost any place.

Booth 722 | Swiss Mobility The New Face of Swiss Sensibility and Function

Swiss Mobility is the latest marque from Quebec's Bugatti Group, which includes Celine Dion, Joanel and Mouflon in its staple of brands.

Swiss Mobility began in 2006 as a travel electronics brand, branching out into the obvious next niche: travel accessories and luggage. All Swiss Mobility products facilitate the need for mobility and, given its origins, are intended to support mobile electronics

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with standard features such as RFID integration and USB charging docks.

Swiss Mobility adheres to the Swiss



The Haven Backpack from Swiss Mobility, the new brand from Bugatti Group, features multi-pocketed organization and access, function-first styling, premium materials – all executed with Swiss precision and quality. Ready to take on a 15.6" laptop and ready to travel, with trolley handle pass-through and four compression straps to snug everything in place. MSRP: \$119.99.

design ethos of famed architect Charles-Édouard Jeannette, who defined it as “rationality and functionalism.” This is a modern lifestyle brand, a full luggage line designed to travel in style and provide solutions that are multifunctional, ergonomic, simple and intuitive.

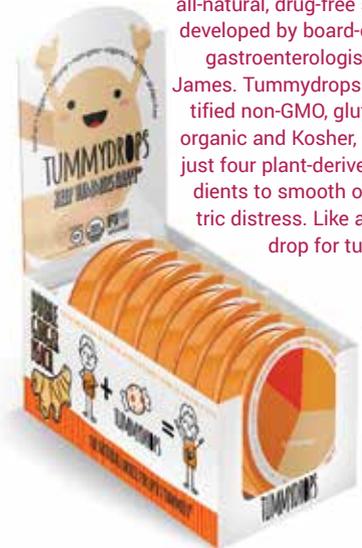
ON SHOW: The new lineup from Swiss Mobility, which has the functional feel of those famous red pocketknives, expressed in rolling hardsides, backpacks, briefcases, city bags and totes.

Booth 235 | Tummydrops
A Natural Cure for Stomach Upset

Dustin James, a board-certified gastroenterologist, devised Tummydrops as a drug-free, all-natural lozenge for digestive upset, a “cough drop for upset tummies.”

Tummydrops are backed by more than two years of clinical research, and certified non-GMO, gluten free, organic and Kosher, relying on just four plant-based ingredients to quell stomach upset, including ginger and peppermint.

Quiet upset stomachs with Tummydrops, the all-natural, drug-free solution developed by board-certified gastroenterologist Dustin James. Tummydrops are certified non-GMO, gluten free, organic and Kosher, and use just four plant-derived ingredients to smooth over gastric distress. Like a “cough drop for tummies.”



ON SHOW: New, travel-friendly convenience tins make it easy to bring this stomach-soothing formula with you everywhere. In three natural flavors: Organic Double Ginger Peach, Organic Fresh Crushed Peppermint, Organic Sweet Blackberry Ginger. MSRP: \$5.99/tin of 18 drops

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