

FOR IMMEDIATE RELEASE

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**RICARDO BEVERLY HILLS ANNOUNCES
ANTI-MICROBIAL-TREATED TRAVEL ACCESSORIES
FEATURING INDUSTRY-LEADING STERITOUCH® TECHNOLOGY**

The global luggage company responds to market demands by launching
a new 3-Pack Anti-Microbial Padded Handle-Wrap

Kent, WA – February 22nd, 2021 – Ricardo Beverly Hills, the Washington-based global luggage and travel accessories leader, announced today the launch of its next generation of Travel Essentials with the introduction of its Anti-Microbial Protective Padded Handle-Wrap, the first product in the new SteriTouch Essentials collection.

Ricardo Beverly Hills has partnered with performance additive manufacturer Radical Materials, using SteriTouch Technology, the market-leading solution for anti-microbial product applications, to develop solutions applied to accessories and luggage.

SteriTouch is an invisible silver-based anti-microbial treatment significantly reducing the development of bacteria on surface and fabrics. The technology is infused during the weaving and molding process and remains permanently present, working to safeguard luggage and accessories.

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Speaking about the 3-pack anti-microbial padded handle wrap, Timm Fenton, VP of Design, says "This handle-wrap has been designed to increase comfort by using compression molded foam and a low-profile hoop and loop which enables fitting onto telescopic grips, as well as luggage carry handles, and many more applications". The 3-pack padded handle wrap comes in dual-color (black and silver at introduction with more color to follow later this year) and universal size, in order to fit most luggage on the market. It is available at \$19.99 MSRP.

"Consumer demand is shifting, and Ricardo's commitment to innovative solutions remains one of our core-focuses in developing products that are superior, yet remain affordable to travelers," said Robert Dodson, CEO of Ricardo Beverly Hills.

The 3-Pack is available for purchase at www.ricardobeverlyhills.com

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About Ricardo Beverly Hills

Ricardo Beverly Hills, Inc. is a global leader specializing in the design, innovation, and marketing of luggage and travel accessories. The company is committed to deliver the best in luggage design through its core brands - RICARDO BEVERLY HILLS®, SKYWAY LUGGAGE®, STEPHANIE JOHNSON®, AMERICAN EXPLORER® - and private label brands. With a world-class global distribution spanning five continents and over 40 countries, the brands are available at major department stores, specialty stores, and online retailers in United States and worldwide. For more information, visit us at www.ricardobeverlyhills.com. Keep up with the ways Ricardo Beverly Hills is reimagining the travel landscape and be sure to follow us on social media.

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Picture 1:

Legend: 3-Pack Anti-Microbial Protective Padded Handle-Wrap by Ricardo Beverly Hills integrating SteriTouch® application.

Disclaimer: This product does not protect users or others against food-borne (or disease-causing) bacteria. Always clean this product thoroughly after each use.



Picture 2:

Legend: Ricardo's Anti-Microbial Protective Padded Handle-Wrap fits most Carry-On and Check-in luggage sizes and can be used for additional purpose such as backpacks, diaper bags, shopping bags, and specialty cases.

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