

Focusing on Our Blue Way: Travel Blue launches innovative luggage range



The Travel Blue Deluxe Nomad is just one of many new suitcases in the brand's latest luggage collection

Travel Blue has launched an innovative design-led luggage collection as part of its 'Our Blue Way' program which pledges to introduce new products that fulfil the company's sustainability mission.

According to Travel Blue, the five-style range is designed in line with the changing with the changing preferences of travelers. It includes 12 different carry-on hardshell cases made from polypropylene, a strong, lightweight material that withstands the rigors of modern travel. The cases are expandable and have embedded TSA locks and double reinforced spinner wheels. An easy-to-grip handle is integrated into the shell, enhancing the aesthetics and functionality of the case. Prices range from US\$129 to \$169.

The five styles - Deluxe Nomad, Luxe Wanderer, Summit Briefcase, Journey Jet and Adventure Pack - are available in various sizes and up to seven different colors. A 10-year global warranty reinforces Travel Blue's commitment to quality and customer satisfaction.

"We are thrilled to introduce our new Travel Blue luggage range to the travel retail market," said Daniel Levin, Travel Blue Managing Director. "This collection of high-quality polypropylene, hardshell suitcases offers an unmatched combination of quality, durability, functionality and style, all at an affordable price.

“Travelers deserve high-quality products at fair prices and that is our proposition with this collection. We are confident that these suitcases will become trusted travel companions for adventurers worldwide. Customer satisfaction is paramount and our new luggage range guarantees a light and smooth travel experience. We have designed our new suitcases around the needs of the modern traveler. Durable, lightweight, easy access and optimal security create a unique functionality, giving users peace of mind and confidence on their travels,” Levin added.

He noted that innovation and sustainable travel technology are core values at Travel Blue.

Travel Blue will showcase its full portfolio of travel accessory products, including its new luggage and backpack collections, at this month’s TFWA Asia Pacific Exhibition in Singapore. The company’s stand is 50% larger this year.

Travel Blue introduced its Our Best Way recycling and sustainability program last year, pledging to introduce new products that fulfil its sustainability mission.