

Cabeau hires new sales chief as GPS innovation is unveiled



Cabeau's Track & Shield smart lock incorporates GPS tracking and patented GPS lock technology

Cabeau returns to the TFWA Asia Pacific exhibition this month with a new face to lead its growth in the Asia Pacific region (Stand number: G23).

Recently promoted as the company's Global Travel Retail Sales Director, Lital Guedalia has 10 years of industry experience, both on the supplier and retailer side.



Lital Guedalia was recently promoted to Cabeau Global Travel Retail Sales Director

She joined Cabeau two years ago to manage its travel retail business in the Americas. She brings a wealth of retail experience from travel and luxury fragrance categories, with companies that include Christian Dior Parfums Travel Retail in Miami, Duty Free Americas, based in Hollywood, Florida, and Sakal Layam in Israel.

“I am delighted to lead Cabeau into a new and exciting growth phase within global travel retail. Cabeau has enjoyed great success in the Americas. And I am excited to bring that same success to the Asia Pacific and beyond. This is my first show in Singapore, and I plan to introduce myself personally to all our customers, as well as to expand our business in the region,” said Guedalia.

On display at TFWA Asia Pacific is Cabeau’s new Track & Shield smart lock incorporating GPS tracking and patented GPS lock technology.

The lock features a finder button that offers real-time tracking virtually, anywhere in the world. It also geo-time stamps each time luggage is opened, giving the user peace of mind that his/her valuables are tracked and safe.

Cabeau unveiled Track & Shield for the first time at a private Los Angeles event last month, attended ₂

by *Asia Duty Free* magazine. Track & Shield is available for pre-order only and exclusively to Cabeau's top customers.

CEO and founder David Sternlight said: "There is nothing like Track & Shield on the market. It is a truly unique product, and we are so excited to introduce it to our customers in Singapore. This lock doesn't only track luggage, but also it has multi-purpose functions. For example, a consumer could use it to keep an eye on a loved one, pets - anything. The addition of a finder button allows you to send out an alert signal in times of need, so it really is life-saving."

Cabeau will also be showcasing its travel products, including pillows, Fold 'n Go Blanket, Midnight Magic Sleep Mask, and Bamboo Compression Socks.