

The BIG Reveal:

First-Time Exhibitors Show the Way

By Kathy Witt

Now that we're all traveling again, albeit differently, travel goods products are showing they have the chops to go the distance – and well beyond – whether it's business or pleasure, a packs-a-punch midweek power trip or a long and lazy weekend, close-to-home or far, far away. Forward-thinking, flexible, earth-friendly and as fashionable as ever, travel goods products are ready to accompany explorers of every stripe into the newly redefined traveling frontier of more and shorter trips in style and streamlined comfort, no matter how many getaways are in the offing.

What's going to make these travels less stressful, more enjoyable and productive and, ultimately, more memorable? What will lighten our load on the road and in the air, do our multi-tasking for us and let us get on with our travels? How has travel's giddy optimism been captured in form and function and coupled with smart simplicity? These exhibitors, all new to The Travel Goods Show, are going to reveal all.

Coming to America

Exhibitor: Benzi Travel Goods LLC

Exhibiting: Benzi and Bossana brand travel totes, duffel bags, backpacks, sports bags, beach bags, travel accessories and umbrellas, including a three-piece trolley set in black, red, pink, beige and silver. MSRPs range from \$9.99 for beach bags and totes to \$200-plus for trolley sets. www.benzi.com

Product's travel smarts: Made of lightweight ABS, the three-piece trolley set (20", 24" and 28") is durable, available in a number of colors and at an affordable price point of \$249/set.

Exhibiting at The Show this year to



Already established in more than three dozen countries, Benzi hits the U.S. with its array of products, including a three-piece trolley set, and competitive price list.

introduce Benzi, a European luggage company already distributed in more than 39 countries, to other stores and retail outlets in the luggage industry.

Anticipating that "our booth at The Show will attract a lot of attention due to the vast amount of travel goods products we will be displaying," says Benzi President Andrew Potter Galvan, "and that visitors will want to collect our 126 page catalog."

Bed Bugs Be Gone!

Exhibitor: BugZip® Travel Protectors for Bed Bugs

Exhibiting: BugZip® Luggage Encasements. Made of heavy-duty clear vinyl that resists tears, these encasements come folded flat in a 10" x 13" x 1" retail bag with a grommet for easy display and customer portability. MSRP \$24.99-\$14.99. www.bugzip.com

Product's travel smarts: Bed bug-resistant Luggage Encasements come in four sizes — large suitcase, medium suitcase, garment bag and drawerliner—and feature a specifically-designed, three-sided bed bug-

resistant zipper that allows easy access to clothes and belongings while zipping out the bed bugs at night.

Exhibiting at The Show this year because "travelers in the U.S. are desperate for a product like BugZip that will allow them to travel without fear of bringing bed bugs home with them," says Adam Greenberg, president of BugZip®. "Encasing all clothing, bags and belongings while traveling greatly reduces the likelihood of bringing bed bugs home or from place to place."

Anticipating that The Show will introduce BugZip® to a wide range of travel goods retailers, from specialty luggage shops to big box retailers. "They are being asked by their customers to find economical solutions for bed bugs," notes Greenberg, "Especially with regard to travel."



BugZip® Travel Protectors for Bed Bugs

Express Yourself

Exhibitor: CK Brands t/a myBagTag®
Exhibiting: myBagTag® designer luggage labels made from sturdy polypropylene and in a brilliant color palette. Tiger and chimpanzee, martini and chocolate, fairy and dinosaur — with more than 200 designs in themed collections, including animals, beaches, flowers, sports, spa and USA, there is a myBagTag® for all travelers and one that will help them easily spot their luggage on the baggage carousel. MSRP \$9.95/2-pack. www.mybagtag.com.

Product's travel smarts: Each distinctive myBagTag® 2-pack comes with a unique matching Lost Luggage Card for travelers to tuck into their wallet and, if luggage goes missing — voila! Show the card to the baggage handler who can seek out the myBagTag® in the sea of black bags. A handy Travel Tips Card provides travel tips, including carry-on luggage limits.

Exhibiting at The Show this year because, “having launched in Australia two years ago to the gift trade, the brand is now stocked in 15 countries,” says CEO Christina Hyde. “This is the brand's first launch to the international luggage market.”

Anticipating that The Show will “be a great way to meet some great people.”



myBagTag® gets personal with luggage tags designed to share your interests — whether sports, animals, beaches or gardening — with the world.

Easy Glider

Exhibitor: Club Glove/West Coast Trends, Inc.

Exhibiting: Train Reaction™ — a uniquely connected, three-piece luggage system that reduces the amount of effort needed to pull or push gear. Available in six different three-piece combinations,

with each piece functioning independently, the device is ideal for hauling heavy bags through airports, train stations and crowded streets. Made in the USA of durable nylon CORDURA® fabric and available in black and pink, the device requires no assembly or external hardware. MSRP \$19.95. www.clubglove.com.

Product's travel smarts: Linking luggage together in seconds, the patent-pending Train Reaction™ creates a stable, balanced, four-wheel unit with a perfect center of gravity that eliminates the downward and upward force on handles. By using the smaller piece to lead the larger, the device produces a weightless effect, allowing users to move their gear with a single hand.

Exhibiting at The Show this year to demonstrate “how the Train Reaction™ device relieves travelers of one of their biggest stresses,” says Jeff Herold, Club Glove's founder and CEO. “That is, carrying luggage through busy airports, terminals or cities.”

Anticipating that The Show will showcase the “effectiveness of Train Reaction™ and illustrate how effortless it makes travel for people of all ages.”



Club Glove's Train Reaction™ keeps travelers' luggage connected.

The Power of Self-Promotion

Exhibitor: Corporate Fulfillment Services

Exhibiting: Personalized Luggage Tags, customized with a photo, image or design to reflect an individual's taste and personality, show off a brand's logo, which is printed on both sides of the tag. Made in the USA. MSRP \$4.99/pair, which includes custom card printing, personalized luggage tag code, luggage tag printing, fulfillment and program

management, as well as shipping and handling. Two luggage tags and straps are shipped via mail to the individual redeeming them. www.cfspromo.com; www.incentivetracks.com/luggage-tags (to redeem).

Product's travel smarts: The Personalized Luggage Tags help retailers and manufacturers connect with customers while reinforcing their brand every time the luggage tag is seen and increases customer loyalty with 24/7 branding. The promotion can be used as a travel incentive or gift-with-purchase, just to name a couple of possibilities.

Exhibiting at The Show this year to “demonstrate the ease of executing a Personalized Luggage Tag promotion with promotional opportunities including travel incentives and gift-with-purchase, Facebook member acquisition and employee reward programs,” says Stuart J. Johnson, president.

Anticipating that The Show will give Corporate Fulfillment Services “the opportunity to show how personalization can be a key to connecting with customers.”



Get customized luggage tags with your branding on them with a Personalized Luggage Tag Promotion with Corporate Fulfillment Services.

On-The-Go Eco

Exhibitor: The designUfactory

Exhibiting: Heng Long™ Plastic Travelware Containers. This collection of sturdy, reusable travel plasticware comprises individual containers, sets and innovative bags that are ideal for picnics, tailgating and family get-togethers. The containers, ranging in size from 250 cc to 12 liters, also provide storage solutions for utensils, paper products and toys. MSRP \$2/individual containers-\$20/set. www.designUfactory.com.

Product's travel smarts: These watertight, see-through containers are made from FDA-approved materials and medical grade silicon. Available in frosted and clear with colorful tops, the containers stack to save space.

Exhibiting at The Show this year because “the timing is right to launch our Heng Long™ Plastic Travelware to travel industry professionals,” says The designUfactory’s Donald India.

Anticipating that The Show will “provide new channels for our products already selling well to consumers throughout the world through traditional channels,” says India.



Heng Long™ Plastic Travelware Containers by The designUfactory

Time Travel

Exhibitor: Flapjack Toys

Exhibiting: Retro Tags, in nostalgic and colorful designs, including Rubik’s Cube, Atari joystick, Pez boy and girl, Skelanimals and more, are highly visible at any airport carousel. Made of durable PVC leather, the tags have a transparent ID window and buckle closure. MSRP \$9.99/tag. www.flapjack-toys.com.

Product’s travel smarts: More than luggage tags, Retro Tags let those who use them take a nostalgic trip back in time.

Exhibiting at The Show this year to show travelers a new fun way to identify and accessorize their luggage. “We are aware that millions of travelers stand everyday at the airport baggage claim with frustrated looks on their faces, wondering which black bag belongs to them,” says Claudia Becker, president. “Now they can stop worrying and start enjoying their trip.”

Anticipating that The Show will be the “perfect place to showcase Flapjack Toys’

Retro Tags line and meet new clients. We anticipate an increase in sales and a very successful show,” says Becker.



Remember the good ol’ days? Flapjack Toys does with every Retro Tag it creates.

Keeping Pace with Feminine Movers and Shakers

Exhibitor: Grown-Up Group USA

Exhibiting: Fräulein Bags’ Fräulein Goes to Miami Collection — the third chapter of the story of the girl, Fräulein, and her bag collection — is a personification of the modern city girl. Durable, functional and an expression of seasonal trends, pieces are made of supple PU leather and Gucci nylon and are available in black and eggnog. MSRP \$22.95-\$149.95. www.fraulein-bags.com.

Product’s travel smarts: Functional, protective laptop bags and sleeves reflect this European brand’s melding of femininity and sophistication in fashion and business bags in step with the glamorous woman on-the-go.

Exhibiting at The Show this year...

“Because of the success and exposure we have in the European market, we are hoping to successfully launch the Fräulein brand globally,” says Lorna Fong, director of U.S. operations. “With encouraging interest from local boutiques and department stores already, we are sure that consumers — who are spending money more conservatively these days — will find that our functional, fashionable and affordable bag designs fit their lifestyles very well.”

Anticipating that The Show will “bring the opportunity to build brand recognition for Fräulein in the U.S. market,

which over time will build a demand and successful business for our fabulous bags.”



Fräulein is a personification of the modern city girl.



Not Your Mother’s ‘Girdle’

Exhibitor: The Gürdle™ — Keeping It All Together by Parnu

Exhibiting: The patented Gürdle™ — 3 in 1 Luggage Strap, an innovative, eco-friendly travel product made of heavy duty nylon, zinc alloy and plastic. Available in green, gray, pink, black, orange and blue, the Gürdle™ fits all airline-approved carry-on luggage. MSRP \$14.99. www.thegurdle.com.

Product’s travel smarts: This three-in-one luggage strap is devised to help travelers move more easily and avoid losing or misidentifying their luggage. The Gürdle™ alleviates three common problems that beset travelers: it secures a carry-on bag atop a roller bag firmly and hands-free; it keeps carry-ons from falling over or getting twisted; and, when not in use, it can be left on the roller bag when checking luggage for easier identification. The Gürdle™ also works as a compression strap to help keep over-packed bags closed.

Exhibiting at The Show this year because “we feel this is the best venue to

launch the Gürdle™ — 3 in 1 Luggage Strap,” says Parnu CEO Michelle Evi Bourgeois.

Anticipating that The Show will “secure a successful launch to the travel market as a very exciting and innovative way to travel and help keep it all together.”



Keep all your luggage together with Parnu's Gürdle™ — 3 in 1 Luggage Strap.

Craniel Comfort

Exhibitor: Heads Up Group, Inc.

Exhibiting: Head Holder®. Better than a neck pillow, this cutting edge product delivers real comfort for travelers through its unique, patented technology that behaves like a high-tech shock absorber to provide relief. Made of ABS composite and customized flexible foam, it is compact and lightweight and available in silver/blue. MSRP \$45. www.headholder.com.

Product's travel smarts: The ultra-modern Head Holder® cradles the head with a one-of-a-kind flexible support system featuring an adjustable center column and cushy chin pad. Once the shaft has been adjusted to the perfect height for the head, it locks in place but still allows just the right amount of slight movement up and down.

Exhibiting at The Show this year because “we recognize this show represents a large gathering of travel products, the people who use them and the companies that market and sell them,” says Heads Up Vice President Douglas Hood.

Anticipating that The Show will “allow us to meet with a network of people — end users, dealers and distributors both

domestic and worldwide — who can help us offer this product to the world,” says Hood. “Our product really is unique so we’re anxious to share it with everyone.”



Heads Up's Head Holder® is customized, compact comfort for the head, especially on long flights.

Travel-Lite

Exhibitor: Hummingbird™ Gear for Those Who Travel Lite™

Exhibiting: An array of products in several categories: Hummingbird™ Travel Bags, made in the USA, offer waterproof, rugged protection for adventure travel at a very light weight; Comfort Essentials provide big comfort in little luxury accessories; and Protective Cases are ideal for storing and protecting valuables from water and dirt encountered on off-the-tourist-track adventures. Retails range from \$12.95-\$169.95. www.hummingbirdgear.com.

Products' travel smarts: Multi-functioning Travel Bags, super lightweight and in can't-miss colors like orange, blue and yellow, include the Carry-On Zip™ (\$139.95), featuring a unique three-point harness system so the bag can be carried as a duffel or a backpack — and doubles as a stool for airport layovers.

Exhibiting at The Show this year... “Lightening the load and simplifying travel allows travelers to move about efficiently and enjoy the trip,” says John Burroughs, Hummingbird™ founder and world traveler. “Every ounce of Hummingbird™ gear is thought out for a specific use because the further one gets from the front door, the more indispensable that gear becomes.”

Anticipating that The Show will provide retailers “with a unique and successful new line of light and efficient travel gear.”



Hummingbird's Carry-On Zip™ weighs just 1 lb. 9 oz. — so cumbersome wheels aren't even needed.

Artistry Meets Action

Exhibitor: Jades Menagerie LLC

Exhibiting: Passport Covers featuring layered collage artwork encased in custom vinyl covers, including a starfish-themed cover in ocean shades of aqua, blue, green, and lavender. With more than 36 designs — everything from butterflies to beaches to Kokopeli — each cover is as individual as the traveler carrying it and includes handmade papers, fiber, paint, brass charms, rhinestones and beads. Measuring 3-7/8" x 5-1/4", each cover has two side sleeves for a passport to fit into. MSRP \$12.95. <http://passportcoversandmore.com>.

Product's travel smarts: These passport covers provide an eye-catching yet discreet solution for American passports, with added protection from RFID scanners through their vinyl and aluminum sheeting.

Exhibiting at The Show this year to “bring our unique, handmade in the USA products to the traveling industry,” says Wanda Allen, artist and founder of Jades Menagerie.

Anticipating that The Show will “expand our wholesale markets to a new level.”



Jade's Menagerie's “eclectic mix of functional art” is seen in its customized Passport Covers.

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Just Handle It

Exhibitor: Nicorp Inc.

Exhibiting: Handle “it,” a heavy duty utility handle featuring durable construction for transporting boxes, cases and bundles, allows travelers to carry multiple boxes as one package. Made of metal and available in black, it is simple to use and airline- and TSA-compliant. MSRP \$29.99. www.myhandleit.com.

Product’s travel smarts: Made in the USA, Handle “it” features two points of direction and retention for stability and control and has longer straps to accommodate awkward or larger items. Ideal for salespeople and conventioners, “it” maintains the look of an organized professional, eliminates broken tape and painful string handles and stores easily in its travel pouch.

Exhibiting at The Show this year because “this is our first year and we want to reach the travel industry,” says David Nidetz, president and CEO.

Anticipating that The Show will “secure our name and product with travel distributors and retailers.”



Handle “it” solves the problem of transporting unbalanced and awkward packages, while keeping you looking professional.

Italian Moda

Exhibitor: Roncato Valigeria S.p.A

Exhibiting: The patented Roncato Uno (MSRP \$249-\$375) and Roncato Light Collections (\$279-\$289), a synthesis of stop-you-in-your-tracks Italian style and sensibility and in-the-know traveler requests for maxed out lightness, robustness and safety. Both water-resistant collections feature four wheels and two service handles for easy movement and transport and are available in a variety of trendy colors. www.roncato.com.

Product’s travel smarts: The Roncato Uno is super light due to its polycarbon-

ate and polypropylene construction and extremely safe thanks to its impact- and burglar-resistant frame. The Roncato Light, made of polypropylene, shows its muscle in a special panel design that combines strength, lightness and impact-resistance in a look that is pure techno-sophistication.

Exhibiting at The Show this year because “we have the right products for the American market,” says Andrea Roncato, export manager, who predicts more and more travelers will opt for hardshell luggage in the future because it is lighter and stronger than soft shell luggage.”

Anticipating that The Show will “introduce our company to the USA and Canadian markets as the sole Italian company that manufactures hardshell luggage in Italy,” says Roncato.



Light as air and fresh as spring, the Roncato Light is both sturdy and savvy.

Safeguard in Style

Exhibitor: Royce Leather Gifts

Exhibiting: Passport Ticket Holder with RFID Protection. Offering mobility with style, these top grain Napa cowhide leather passport cases hold passport, airline tickets and boarding passes for easy retrieval. Special pockets segregate documents and currency. The cases are offered in black and tan and are available in Royce’s Metro Collection, which also features the standard Passport Ticket Holder (without RFID) in black, blue, burgundy, coco, carnation pink, green and key lime green, among other

colors. MSRP \$46. www.royceleathergifts.com.

Product’s travel smarts: RFID security enhancement blocks personal information being sent by radio waves from passports, ID cards and credit cards in a fine leather case with extensive organizational abilities for documentation, cards, currency and more.

Exhibiting at The Show this year because “of the increased attendance at the TGA Show from e-Commerce buyers, combined with the bright future of online sales,” says Kathy Bauer, director of e-Commerce at Royce Leather. “Consumers are shifting buying to the web and Royce Leather offers a seamless drop ship program from vendor to consumer.”

Anticipating that The Show will “be a rich networking environment with great diversity of online buyers combined with the travel industry, says Bauer. “Royce Leather specializes in fine leather products for travel along with online sales.”



The Passport Ticket Holder with RFID Protection by Royce Leather

Smart Bag for the Savvy Set

Exhibitor: SOLO

Exhibiting: Vector Smart Strap™ CheckFast™ Laptop Portfolio, a bag that combines energy and edge in a look that complements all-around, individual style. The CheckFast™ design separates a 16” laptop from accompanying accessories, allowing its carrier to clear airport security faster. Made of polyester, this black beauty measures 16.25” x 12.25” x 5”. MSRP \$64.99. www.solocases.com

Product’s travel smarts: SOLO’s innovative Smart Strap™ retractable shoulder strap automatically withdraws into its

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case when not in use. This, plus its CheckFast™ clamshell design and Ride Along™ strap for consolidated travel, make this bag as savvy as the young professionals it was designed to keep up with.

Exhibiting at The Show this year because “we want to build the SOLO brand presence in the marketplace,” says Leticia Vargas, director of marketing. “We want buyers and consumers to make the smart choice with SOLO.”

Anticipating that The Show will “be the beginning of a valuable and successful business relationship while expanding SOLO’s presence in the travel goods market.”



SOLO’s Vector was designed with the savvy young working professional in mind.

Perfect Travel Companion

Exhibitor: STM Bags, LLC

Exhibiting: STM’s Jacket is designed to carry and protect iPads. A durable, water-resistant exterior and super soft interior lining cradles your iPad with a unique slider pocket for an iPhone or other portable device. Made to be carried alone or dropped into another bag, the Jacket features a comfortable quick-grab handle and removable and adjustable shoulder strap. MSRP \$25. www.stmbags.com.

Product’s travel smarts: Travel fast and light with the Jacket. Designed specifically for the iPad, it tucks handily into an airline’s seat back pocket but still brags room enough to hold cords, headphones and cell phone. The Jacket has a place for everything and keeps everything in its organized place — so, while your plane mates make multiple trips to the overhead bin, your stuff will be an arm’s length away.

Exhibiting at The Show this year because, according to Adam Ziegelman, “STM

offers an entire line of laptop and iPad solutions designed to comfortably carry your digital device without looking like you ‘work for the man.’”

Anticipating that The Show will be a great introduction for STM to the luggage market. “We promise to be on our best behavior,” he adds.



Connectivity in convenient “Jacket” size with STM Bag’s new Jacket for iPad tablets.

Luggage Goes PC

Exhibitor: Summit Luggage Company Limited

Exhibiting: Poly Carbonate Luggage in a variety of styles, colors and patterns, with both two-wheel and four-wheel systems and featuring amenities, including shirt compartments and TSA locks. www.summitlg.com.

Product’s travel smarts: Good looks combine with light weight for trendy traveling.

Exhibiting at The Show this year because “we want more and more people to know us and experience our products,” says Sales Manager Yuanping Yang.

Anticipating that The Show will “secure a successful launch of Summit Poly Carbonate Luggage and garner lots of orders for this product.”

Summit Luggage is on-point with its trendy PC luggage.



Mobile Office on Wheels

Exhibitor: Traveldesk 21

Exhibiting: The Traveldesk 21 is a powerhouse problem-solver for the 21st century traveling professional that transforms a business case into a fully functioning desk. MSRP \$199.99. www.traveldesk21.com.

Product’s travel smarts: The Traveldesk 21 is the innovation result of combining a business case and desktop into a single product. This patented rolling business case features multiple compartments for files, high tech gadgets and laptop peripherals and, with the push of a button, converts into a desk. “No longer will business professionals have to use their laps as a desktop or go in search of open desk space when working on-the-go,” says Kenny Johnson, president of Traveldesk 21.

Exhibiting at The Show this year because “The Travel Goods Show provides a platform to present this unique, patented innovation to thousands of retail attendees and the world’s most influential buyers in the travel goods industry,” says Johnson.

Anticipating that The Show will “garner global sales for Traveldesk 21.”

The Traveldesk 21 stands up to the rigors of 21st century travel.



Travel with a Pal

Exhibitor: TrendyKid LLC

Exhibiting: TrendyKid’s new line of children’s luggage sets. Available in black/white and yellow/black color combos plus brown, pink and white with black accents, these travel-ready animal-shaped wheeled cases and backpacks are made of lightweight ABS. The 18” carry-on and a 13” matching backpack sport easy-roll wheels that are color coordinated in black, silver or clear. MSRP \$89.99/set. www.trendykid.com.

Product’s travel smarts: Convenient, colorful and fun kids’ travel combination

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sets, TrendyKids feature a wheeled case and matching backpack shaped like monkeys, bumble bees, penguins and other animals. Each hardshell piece offers plenty of internal storage, including zip compartments and garment holder, and a retractable, multi-length handle so kids (adults, too) can transport the case in comfort.

Exhibiting at The Show this year because "The Travel Goods Show is the perfect



Cute, colorful, convenient – TrendyKid’s children luggage sets are all this, plus easy for kids to maneuver.

showcase for our new travel range," says Rachel Stephens, marketing manager for TrendyKid. "Cuties and Pals have a real 'WOW!' factor that we know buyers will love."

Anticipating that The Show will "put Cuties and Pals out there as the must-have travel accessory," she says. "We are looking forward to signing new accounts and bringing this new line to our existing customers."

Channel Your Inner "Wildkin"

Exhibitor: Wildkin

Exhibiting: Duffel bags and backpacks offer a fun way to put a little extra color in children's travels — and colorful they are. While parents appreciate the safety and quality aspects of Wildkin products, which are made with lead-safe, BPA-free, phthalate-free materials and parts, kids oooh and ahhh over the brilliant shades of purple, pink, yellow, orange and lime green and cool patterns including astronaut, ballerina, tropical fish and creepy-crawly insects.




Wildkin duffels and backpacks add a pop of color to kids' travels.

MSRP \$29.50. www.wildkin.com.

Product's travel smarts: Wildkin duffel bags are easy-to-carry and easy-to-clean, and they fit comfortably into overhead bins — and overworked budgets.

Exhibiting at The Show this year because "Wildkin has lots of exciting new patterns and products to share in 2011," says John Rosen, president.

Anticipating that The Show will "reconnect us with current and past customers," he says. "We hope to shake hands with a few new ones, too." 

CHOOSING SOLO[®] IS SIMPLY A SMARTER CHOICE.

Come visit us at booth #427

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Think about it, it's your life you're carrying around with you. That's why *smart* people trust the SOLO brand to hold their laptop, e-Reader, tablet, important papers and even scientific theories!

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