



If It Fits, It Flies!
Antler USA Distributing Carry-On Measurement Displays to Retailers
Helps Stores Inform Consumers about Tightening Airline Requirements

The carry-on bag is the luggage of choice for travelers looking to avoid extra hassles and costly baggage fees.

And for a business traveler or vacationer, there's no worse way to start a trip than to be told your trusty carry-on is actually not a carry-on at all—according to increasingly strict airline measurement standards—and to be slapped with an oversized baggage fee or be forced to check it.

Most luggage manufacturers today don't include the grab handle or wheels in their published dimensions, meaning that many bags advertised as "carry-ons" don't meet airline carry-on guidelines.

But Antler USA, the U.S. line of Britain's venerable Antler luggage brand, measures their carry-on bags the same way airlines do—from the top of the handle to the bottom of the wheels.

"When consumers purchase an Antler carry-on bag, they can be confident that it will meet airline standards, and they won't be charged any oversize fees," says Andrew Hamilton, Antler USA president. "Airlines used to be more accepting of what bags could be carried on, but they are becoming a lot more stringent today."

To help alert consumers and retailers about carry-on measurement standards, Antler is distributing an innovative display to retailers that will show how airlines measure the size of carry-on luggage. As they consider a carry-on purchase, consumers can use the display to make sure the bag will pass airline regulations. "Carry-on bags need to measure 22x14x9 to meet airline specifications. If it fits in our case, it will fly," Hamilton remarks.

Antler USA will unveil the displays at the Summer Luggage, Gifts & Travel Goods Show at Navy Pier June 23-24, and will then begin shipping displays directly to retailers. E-tailers also are encouraged to post a photo of the display in the Antler section of their websites. Retailers can contact Antler to receive the free displays at 847.364.2685.

For more information, please contact Lekas & Levine PR, 847.327.9530.



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