



Antler's New Size Zero Luggage Weighs 7 lbs. Less Than Others, So You Can Pack 7 lbs. More

There's a new class of luggage out there: pinky-weight! Antler's Size Zero luggage is so lightweight, you can lift it with your little finger. Even the jumbo, 30" wheeled upright. And since it weighs that much less, you can pack that much more, without incurring those loathsome excess baggage fees.

It's a numbers game. The standard airline weight max is 50 lbs. per bag. The average 30" bag weighs 14 lbs. That leaves you 36 lbs. for belongings. But, since Size Zero's 30" bag weighs in at a skinny 7.3 lbs.—nearly half the average—you can pack 6.7 more lbs. of precious stuff (a whopping 42.7 lbs. total), without paying the airlines a penny more.

Best of all, unlike other ultra-light bags, Size Zero won't crumple like a paper airplane when it's buried on the bottom of a baggage pile-up. The secret: Antler's patented flexible frame and corner protection system, a crush-proof, squish-proof engineering marvel.

Haven't heard of Antler Luggage? You will. Antler is a venerable, 91 year old British firm that has specialized in lightweight luggage for years. And while it's a new name to us Yanks—the company just leapt into the U.S. market last year—it's long been the #1 brand in Great Britain, Ireland, Australia, and New Zealand.

In the UK, luggage typically weighs about one-third less than its heftier American cousins. Antler's engineers have already devoted decades to solving the age-old puzzle of weight vs. durability. They're Europe's lightweight luggage experts, but they're anything but lightweight when it comes to smart luggage design.

Antler's Size Zero collection includes uprights (22", 27", and 30"), a wheeled duffel, plus a weekender tote and coordinating "grab bag" that are accepted as single piece by London's famously picky Heathrow airport. The 30" bag, in black or bronze, retails for \$239.95; the collection is priced from \$ 39.00-\$ 239.95.

Size Zero is just one of seven lines (or "ranges," as they're called across the pond) that Antler has launched in the US to date. Antler Luggage can be found in specialty stores nationwide and online at www.antlerusa.com.