



For Immediate Release:

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### **Kobold - International Opens US Website**

**[www.Koboldtravelware.com](http://www.Koboldtravelware.com)**

Bound Brook, NJ -- David Sebens, Managing Director Kobold USA, announced today that Kobold - International, has established their US brand web site, [www.koboldtravelware.com](http://www.koboldtravelware.com) “Now that we have the infrastructure and creative support elements in place to support our brand site, we can easily support other US selling sites, both from US brick and mortar retailers, as well as better quality, image enhancing web sites.”

All Kobold product collections are featured in the new web store including Kobold’s best-selling umbrella groupings: Zenith, Absolute, and Classic.


Also featured are Kobold’s three luggage and business collections: Zendo (in leather or Zendura nylon) the lightweight colorful Personal Collection (PPL) of carryons and totes and the Dreieck designer collection. . These collections are characterized by a combination of high quality, durability and a unique design point of view that utilizes bold colors, patterns and unique materials. The Zendo and Personal companion collections feature Kobold’s TPG (Total Protection Guarantee)

“The opening of this web store is an exciting and important step in Kobold’s evolution,” says Max Wang, Kobold owner. “Our rich history of marketing innovation and quality allows us to grow in the US with this contemporary method of reaching our customers.

Kobold was founded in 1855 in Germany as an umbrella manufacturer and continues to be the world leader in fine umbrellas. The brand has expanded their collections to include three lines of quality luggage, totes and business cases. Kobold will be exhibiting at the TGA show in Chicago, March 6-8 and the Duty Free Show of the Americas in Orlando Florida, March 20-23.

For more information on Kobold, please contact David Sebens at 732.369.6886 or [david@davidsebens.com](mailto:david@davidsebens.com). Visit [www.Koboldtravelware.com](http://www.Koboldtravelware.com) or [www.kobold-International.com](http://www.kobold-International.com)



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