



**For Immediate Release**

**The New 'Virtually Weightless' Atlantic Ultra® Lite Luggage Collection  
- A Lighter Way to Travel -**

(May 27, 2010), Boca Raton, FL – Atlantic® brand luggage, part of the Travelpro® family of brands and a long standing market leader in affordable luggage, introduces a new class of luggage innovation; the Atlantic Ultra® Lite Collection: lightweight, cost effective, durable and stylish..

“Atlantic Ultra Lite luggage was developed to create a new category of luggage for people who like to travel. This new ‘Virtually Weightless’ category of luggage is ideal for customers who want to avoid airline overweight baggage fees or want to easily lift their carry-on luggage into cars or airplane overhead bins” said Scott Applebee, Vice President of Marketing for Travelpro.

The Atlantic Ultra® Lite luggage collection reinvents lightweight with a 22” carry-on model weighing in at only 6.5 pounds. With the trend toward ever-increasing airline overweight- and checked-baggage fees, the virtually weightless Atlantic Ultra Lite collection allows you to pack more and pay less when you travel. The collection’s best features are the expansive packing interior, the durable exterior fabric and the fashionable color choices. The telescoping handle system features push-button locking and a recessed bevel for extra protection when not in use. Durable inline skate wheels have been tested for over 15 miles to ensure a smooth, quiet ride. Corner and skid guards add extra protection against potential damage during travel. Carry handles on three sides make it easy to lift into and out of cars and airplane overhead bins. Ergonomic high-tensile zipper pulls ensure effortless opening and closing.

Other key attributes of the collection include hide away ID card holders, keeping personal information from sight, easy access front pockets for storage of tickets, travel documents, newspapers, magazines, coats and sweaters. Interior pockets allow the traveler to pack smarter. Adjustable hold down straps keep your clothes in place when the bag is in use.

Atlantic Ultra is available in Moss and Cobalt fabric colors and includes the 22” Carry-On Upright, 25” Upright, 28” Upright, 22” Carry-On Wheeled Duffel and 30” Wheeled Duffel. This affordable collection is built to last and comes with a 10-year warranty against defects in materials and workmanship. The suggested retail for a 22” Carry-On Upright is \$79.99.

**About Atlantic® Brand Luggage**

Since 1919, the Atlantic® brand has been synonymous with affordable, value-added and lightweight luggage. As a market leader in the lightweight luggage segment, including neatly designed uprights and spinners to trendy and smart garment bags and totes, all Atlantic branded luggage is of superior quality and durability. Whether for business or pleasure, travel is easier with Atlantic luggage, now part of the Travelpro family of brands.

Please visit Atlantic Luggage at [www.atlanticluggage.com](http://www.atlanticluggage.com) for a full list of the latest products and retail locations.



**About Travelpro®**

For over two decades, Travelpro has prided itself on design innovation and durability in crafting the highest quality luggage for travellers worldwide. Since transforming the ease of modern day travel with The Original Rollaboard® wheeled luggage, Travelpro has been the brand of choice for flight crews and frequent travelers worldwide. Travelpro is dedicated to building a lifelong relationship with its customers by consistently understanding and exceeding their needs. The company offers a variety of innovative, high-quality luggage collections and computer briefs; each aimed at a specific user lifestyle and rigorously tested. Travelpro was the winner of the 2009 Leading Edge Award from Executive Travel Magazine for “The Best Carry-on Case.”

Please visit Travelpro at [www.travelpro.com](http://www.travelpro.com) for a complete list of the latest products and retail locations.

All Ultra Lite visuals are available upon request, please contact Lisandra Carballosa at: [lisandra@gohrmc.com](mailto:lisandra@gohrmc.com) or call 305-573-0882.

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