



TFWA Asia Pacific Preview

New laptop bags from Travel Blue

Travel Blue - a leading brand in the accessory category - is introducing a new range of Laptop Bags at TFWA Asia Pacific (D1), all offering the added benefit of its Free Lost and Found Service, launched at the end of 2009.

The bags range from 13.3in to 15.4in, all featuring four or five main zipped pockets, an extensive organizer pocket at the front with additional storage for stationery, credit and business cards, pens, key fob etc. Additionally all have a padded and secured laptop storage pocket, padded shoulder strap (in some cases detachable) and saddle strap for securing the bag to a trolley. Travel retail prices will range from US\$75 to US\$189

Also new are coloured laptop sleeves in two sizes. An extra protective padded carrier which can be used as a regular laptop bag or as a protective sleeve inside a trolley or business bag, the sleeves come in black, silver grey, maroon red and navy blue. Travel retail prices will range from US\$25 to US\$29.

A significant feature of the laptop bags and sleeves is the added advantage of Travel Blue's Free-Lost-Found service, which is explained in an accompanying leaflet (which can be retailer personalized if required). Each bag has an individual identification number, which allows the purchaser to register it on Travel Blue's dedicated Free-Lost-Found web portal. If the product is subsequently lost, the finder can contact the owner via the website.

Says head of travel retail Jonathan Smith: 'The FLF service gives real added value to the laptop bags; once registered on the site the data also provides a useful tool for further permission based marketing, which can be linked back to a specific retail outlet if required.' Travel Blue accessories currently generate more than €100,000 in sales on just a 0.33sq m area in travel retail. With the addition of the Free-Lost-Found Service, the company predicts that retailers will see an increase in sales of up to +25%.

Travel Blue has additionally added new Digital Travel Scales, weighing up to 35kg/77lbs

Travel Blue has been established for over 22 years and today is a World Leader in Travel Accessories with products sold all over the world including Europe, Middle East, Far East, Africa, Asia, North America and Latin America. Newly added listings include the Hudson News store at Moscow's Sheremetyevo Airport, effective May 1 2010, and with Dufry at Belgrade Airport, Serbia.

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