



LIVE LUGGAGE

PRESS RELEASE

Live Luggage ergonomic “anti-gravity” handles should be on all heavy cases and bags” says osteopath



Classic Series



Hybrid Series



Sports Series

September 2010: “In over 30 years of treating back injuries, I have lost count of the holidays ruined because of heavy suitcases.” says Tim Williams, a leading osteopath who has been practicing since 1977. “The Live Luggage handle system changes the way people move luggage and should be on every suitcase, trunk and heavy bag.” Tim Williams DPO was commenting about the patented “anti-gravity” handle and large flat wheels featured on all Live Luggage suitcases. This revolutionary product design, which the Discovery Channel hailed as “Fantastic” and “Far from a typical suitcase.” and Time Magazine listed in its Top Ten Best Travel Gadgets 2009, with the remark “...it feels like

you're pulling a bag of cheese puffs instead of whatever it is you're toting." is featured on the full range of suitcases from Live Luggage.

This "anti-gravity" (AG) handle system was invented by design engineers at Live Luggage and is simply a very clever use of Isaac Newton's gravity theory. These unique ergonomic handles pivot out from the base of the suitcase and combine with unconventional large, flat wheels to transfer around 85% of the weight over the wheels, instead of the hands and arms of the hapless traveller, which is what happens with conventional suitcases with their tiny wheels and flimsy top-mounted handles. "Why all bag and luggage manufacturers don't use a similar system is the real question!" says Tim, "Because I would certainly see fewer people with arm, shoulder, neck and back problems caused by dragging heavy cases along."

Suitcases with small micro wheels and expandable low cost alloy pop-up handles were first marketed almost thirty years ago and their design has improved very little since then. Whilst adequate for small, lightweight (aircraft carry-on size) cases, anything much larger quickly becomes difficult to move or manoeuvre when full and is often unbalanced when stationary. The Live Luggage patented "Anti-Gravity" handle pulls out from the base of the case and clicks smoothly into one of three different positions to suit the height of the user when the case is being pulled along. Live Luggage design engineers have even developed a powered range featuring flat motor technology, where each wheel contains sensors and tiny robust motors inside which power up automatically to help with going up gradients and kerbs. Non-powered AG cases can also be pushed in front of the user just as easily. Brilliant, 2010 technology is right here, right now and is available on Live Luggage Sports Bags, which come with a detachable rucksack and weekend bag, Hybrid Bags (with zip on/off lap bag) and the Classic hard case.

The Live Luggage Sports Bag in is available in white or black with a choice of black, white, yellow, red or pink handle and costs just £265 complete for the anti-gravity (AG model) and £395 for the powered PA version. The Hybrid Bag is available in black with a choice of black, yellow, white, pink or red handles. Two versions are available: The Hybrid PA (power-assisted) Bag, with powered wheels and anti-gravity handle at £395, and the Hybrid AG (anti-gravity handle) Bag, priced at £250. The Classic PA (power-assisted) bag costs £395 and the Classic AG (anti-gravity handle) case £275. They are available with a

black body and a choice of handle colours: black, red, white, yellow or pink. All available now from John Lewis online Prokit in London and the Live Luggage website.

Live Luggage cases are stylish designer bags, designed by British engineers and built in Britain so people can travel safely and flexibly anywhere in the world.

Live Luggage...because the world is not flat

ENDS

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www.liveluggage.com

Live Luggage cases have been voted into Time Magazine's Top Ten Best Travel Gadgets of 2009: [click here](#)

See Live Luggage bags on the Gadget Show: [click here](#)

Also featured on the Discovery Channel: [click here](#)

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