



LIVE LUGGAGE

PRESS RELEASE

## Carlton Cole saves his energy for the match by joining the Live Luggage squad

*“Anti-Gravity” Sports Bag from Live Luggage takes plenty of kit*



**November 2010:** Snapped recently with a fast set of wheels, Carlton Cole, the West Ham United striker recently called up into the England squad, leans nonchalantly on a rather nice car. The other smart set of wheels in this shot belongs to his suitcase. The luggage equivalent of a sports car, Carlton’s black multi-bag suitcase system is a Sports Bag from British company Live Luggage.

A completely different concept in luggage design, Carlton’s Live Luggage Sports Bag features an ergonomic anti-gravity handle system which puts up to 85% of the weight of the packed case directly over the wheels, keeping the centre of gravity low, unlike traditional wheeled cases which have tiny wheels and a top-mounted handle which places strain on the arms and shoulders of the user when pulled along. Pivoting from the base of the chassis, the anti-gravity handle is height adjustable and pulls out from the back of the case when in use and closes neatly when stationary.

The Live Luggage Sports Bag is a multi-functional luggage system with three separate bags - a rucksack, a weekend bag and a large soft case - which can each be used as standalone items, yet all zip together and clip onto the a unique chassis for easy travelling to and through airports, train stations and car parks. Even with all three bags fully packed with football kit and football boots, the patented Live Luggage anti-gravity handle makes light work of moving along. There’s even a

version with power-assisted wheels which runs off a built-in battery that re-charges like a mobile phone using the supplied charger and multi-country adapter – handy for internationals!

The Live Luggage Sports Bag is available in black or white, with a choice of black, white, yellow, red or pink handles. It costs £265 complete for the anti-gravity (AG model) and £395 for the powered PA version. Available now from the Live Luggage website at [www.liveluggage.com](http://www.liveluggage.com) or by phone on 01491 636393.

ENDS

For further information or high-res images, please contact:

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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](#)