



Anti-gravity luggage makes light work of travelling

Hybrid Bag from Live Luggage goes up slopes and steps with ease - and leaves one hand free!



Raef Bgayou star of BBC's "The Apprentice" 2008 promotes the new Hybrid PA Bag: [click here](#)

March 2010: Airports and stations can be very large these days and people often have to walk a considerable distance with their luggage, frequently pulling a suitcase with one hand and carrying another bag in the other. Conventional cases with their tiny wheels and pull up handles are difficult to manoeuvre, sometimes fall over and are very difficult to lug up stairs. Moving a fully-packed case weighing up to 23kg places a considerable strain on the user. To travel like this assumes a level of fitness which not everyone is blessed with. As we age and still wish to travel, our journeys through airports and stations can become problematical. Even the young and robust aren't immune to arm and neck strain from the effort of dragging and lifting heavy luggage, and surely everyone would prefer to keep one hand free, instead of having to put something down to accomplish simple tasks like paying for a newspaper or handing over passports or tickets.

Live Luggage realised what people really require from luggage is stability, manoeuvrability, and flexibility. So it designed and engineered a completely new range of suitcases literally from the ground up. After six years, the result is stylish luggage, flexible enough to cope with everything from a day trip to a two or three week holiday, with high-tech innovations to help prevent health problems caused by pulling heavy bags around. Live Luggage invested around two kilos' worth of weight allowance in the actual case and associated technological breakthroughs, devised a proper handle system on a stable chassis and pioneered powered wheels. 85% of the packed weight in a Live Luggage case rests over the wheels instead of on the user, thanks to the properly-engineered fully injection-moulded handle system (the Anti-Gravity handle). The result - no hassle, no struggling - no health issues such as backache and shoulder problems. Live Luggage PA (power-assisted) cases also have pan-cake motors built in to the large flat wheels, giving power-assistance for going up gradients: intelligently driven with torque sensors and tilt switches, the wheels only power up when a step or gradient is sensed. The weight of the packed case feels like virtually nothing. Safe, rechargeable batteries last for around 1.5 miles on a single charge.

The multi-bag zip system of Live Luggage's Hybrid bag is a breakthrough in functionality designed to cope with airlines' continued changes of weight and "number of items of hand luggage" policies. Made from tested and proven ballistic lightweight nylon, the Live Luggage Hybrid Bag comprises a capacious main case with a removable laptop bag and a weekend luggage bag, which can be checked in as a single piece of luggage or alternatively zipped off to be carried as either one or two pieces of hand luggage. It's a very neat way of buying three different bags in one, which can be used separately all year round.

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. 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.

Live luggage...because the world is not flat

ENDS

Please go to www.liveluggage.com to Media Centre to download hi-res images. For further information or for editors in London wanting to test-drive the 2012 Sports Bag, 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](#)