



The Case for a Handle

Henley-on-Thames, June 26 2008... Isaac Newton first discovered the Universal Law of Gravity in 1665; the travel industry first introduced a solution to moving packages/luggage with wheelies some 320 years later. I am of course referring to standard issue luggage that has trolley or wheelie features. A brilliant concept that has made many a weary traveller sigh with relief!

All very good, but it twenty three years ago the now common castors were used. Now every conceivable bag or suitcase has these little gems attached.

But how come the travel changed since? Those stupid little handles which come out of the top of bags/suitcases of various shapes and sizes are up to the job. They may make our lives a more comfortable but the y is handle has been correctly. In most cases these handles the total weight of a loaded case directly downwards, making the traveller's arm, shoulder and back twist and ache. Going up steps or gradients can be a nightmare for all of us. bags with the centre of gravity closer to the ground are of a, but medium to large cases with a typical kg difficult, hard work and painful to -you are an international rugby player!

The handle - seemingly such a simple thing - but properly:a basic pivot triangle that connects the case and the handle; loaded flush from back - not the top -the case; and controllable for of heights-and all of a sudden that kg a great deal less, and all because you have shifted the contents straight above the wheels, not to the end of your arm. Damn that's a good idea! And it works brilliantly and effortlessly.

Whilst designing this unique handle Luggage also made it robust, tactile and cool looking - but most importantly, it gives absolute control.

The combination of the handle and the powered wheels is a stroke of British genius; big powerful motors are no longer needed with such a well balanced package providing the criteria which includes strength and lightness. The bonus is the pan-motors which are strong enough to go 1½ miles uphill fully loaded. Even for a cruising holiday, where total weight is

not an issue, you could stuff it with gold bars and it would still feel like taking a well behaved dog for a walk. Walking a mile with luggage is not a nice option but it's good to know you can arrive at your destination without stress! Our suitcase is powered by a small rechargeable battery cell the size of a mobile phone which incidentally can easily be recharged overnight - just your mobile phone.

So, all this technology, a cool looking, strong, light structure - a design revolution - a revolution in design.

Perhaps Isaac Newton would be thinking, "at last someone is using the laws of gravity for the good of everyone", and the case for a proper balanced handle has never been greater... because the world is not flat.

Please go to www.liveluggage.com to Media Centre and download the hi-res images.

LIVE LUGGAGE – because the world is not flat.