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## The case for a health and Safety handle using Isaac Newton's theory

### Anti-Gravity Handle from Live Luggage helps avoid arm and back injuries



Henley-on-Thames, Oxfordshire ...Sir Isaac Newton first discovered the universal law of gravity in 1665; the travel industry first introduced a solution to moving packages/luggage with wheels some 320 years later, which was 25 years after putting the first man on the moon! A brilliant concept that has made many a weary traveller sigh with happy relief! I am of course referring to standard issue luggage with trolley features or very small wheels.

But how has travel changed since wheelies were first invented in the 80's? Those little handles which come out of the top of bags and suitcases of various shapes and sizes are just not up to the job. The handle is basically ineffective, directing most of the weight of a loaded case downwards from the top of the handle in a straight line to the floor, leaving the task of holding the weight of the loaded case on the handle while simultaneously walking to the user. The frequent result is wrist, arm, shoulder and back ache from sheer physical effort. Going up steps or gradients can be a nightmare. Bags with the centre of gravity closer to the ground are easier, but medium to large cases with a typical 23 kg plus load are a real challenge

A professional user of such bags is Roy Birch, who has been operating a traditional hi-class bespoke tailoring company in the City of London for 25 years. His clientele are mainly barristers and professionals from City law firms, who work very long hours and need their tailors to go to them. Roy contacted Live Luggage eight months ago and explained: "My problem is that I literally walk around London all day, every day: up and down stairways, over kerbs, inclines and cobbles. I walk over six miles a day and have to take a heavy case loaded with suiting samples with me. My team of tailors also cover the same distance and we can only work two to three days a week simply because our backs and shoulders take so much strain that we need some recovery time. I use a very well-known brand of case and have to replace the wheels every month.

Roy decided to trial Live Luggage's innovative cases, designed with a patented anti-gravity handle which puts 85% of the weight of the luggage over the powered wheels. Having put the Live Luggage Hybrid PA bag thoroughly through its paces, Roy comments: "I have covered more than a hundred miles around London over the last few weeks using a Hybrid PA Bag fully loaded with textile samples which weigh over 40kg. The difference that the Live Luggage cases make is astounding. Their anti-gravity handle system which pivots from the base of the case puts 85% of the weight directly over the large powered wheels and is so much easier to walk around with, even fully loaded, that we can all now work five days a week. Physically we feel less tired and I know that my tailors are protected from potential strain injuries. Our clients benefit because we can be more flexible with our appointments. Also we now have a stylish British-made suitcase which compliments our bespoke British-made suits and matches the image we present to our clients. Walking a mile with luggage is not a nice option but it's good to know we can arrive at our destinations without stress! I wouldn't hesitate to recommend Live Luggage cases to anybody carrying heavy loads in the course of their business or going on holiday or a business trip."

The handle - seemingly such a simple thing - but redesign of this simple mechanism by Live Luggage designers has resulted in a basic pivot triangle which connects the case and the handle in an unconventional way. The handle is integrated into the case flush from the back, not the top, and adjusts fully for different heights. The result is a completely different user experience. Suddenly, that 23 kg. load or more feels a great deal lighter because the

weight of the contents has shifted to where it should be - above the wheels, not to the end of the user's arms. This unique "Anti-Gravity" handle system is patented and exclusive to Live Luggage and combined with pan-motors in the wheels which are strong enough to go 1½ miles uphill fully loaded are a stroke of British genius.

The Anti-Gravity handle is featured on all Live Luggage cases, both the AG and PA ranges. PA (power-assisted) cases are powered by a small built-in rechargeable battery which can easily be recharged overnight just like a mobile phone using the charger supplied with the case.

Together with all the other product improvements, it is safe to say a design revolution has occurred and technology has finally caught up with luggage.

Sir Isaac Newton's calculations changed the way people understood the universe: perhaps he would think that Live Luggage has applied common sense and solved the problem of moving luggage.

ENDS

Please go to [www.liveluggage.com](http://www.liveluggage.com) to Media Centre to download the hi-res images. For further information or for editors wanting to test drive the new Hybrid PA Bag, please contact:

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Live Luggage cases have been voted into Time Magazine's Top Ten Best travel Gadgets of 2009, see:

<http://www.time.com/time/specials/packages/completelist/0,29569,1933520,00.html>

See Live Luggage bags on the Gadget Show, go to:

<http://www.time.com/time/specials/packages/completelist/0,29569,193350,00.html>

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