



## **FOR IMMEDIATE RELEASE**

### **Still Judging 'Lightweight' Luggage by Weight Alone? Heys Introduces a Better Way for Consumers to Measure Today's Lightweight offerings...**

Toronto, ON, Canada – May 30, 2017

Until now, the key selling feature for any luggage has been its weight alone, as consumers assume that all luggage comes in standard sizes. Given the airline industry's past decade of ever-increasing overweight baggage fees, the consumers' mantra has simply been "the lighter the better!"

At the same time, consumers have wanted to maximize their storage capacity by packing as much as possible into their allowable check-in luggage, to avoid additional baggage fees for too many checked bags.

But luggage manufacturers have been producing official 30" (L) and 26" (M) sizes in a range of different depths, widths and with varying structural components in an effort to lighten their luggage and enhance its appeal. So Heys is introducing a new and more accurate metric to truly measure today's lightweight luggage, by combining both the Weight of the luggage and its Packing Capacity into the Volume / Weight Ratio. The Volume/Weight Ratio is the ratio of a luggage's storage capacity to its weight, and it is now THE most accurate way for consumers to make educated decisions when looking to purchase luggage that weighs the least, yet packs the most.

If you are measuring weight alone, a children's luggage would be the lightest, but its packing capacity is clearly limited. And if you are measuring packing capacity alone, an average 30" (large size) luggage would obviously have the most capacity. But with a range of varying depths and width measurements, and different materials used, it becomes difficult to compare weights effectively.

**So the key metric is the Volume / Weight Ratio, as it shows you which luggage can pack the most, while weighing the least.**

**Continued...**



For example,

- Typical Heys children's luggage has a Volume of 24 L, and Weight of 1.9 KG, so its Vol/Weight = 13 L/KG – meaning that for every KG of weight, it has 13L of packing space.



#### CHILDREN'S LUGGAGE

VOLUME 24 L

WEIGHT 1.9 KG

VOL/WEIGHT **13 L/KG**

- Typical 30" (large size) luggage of another brand has a Volume of 93 L, Weight of 5 KG, Vol/Weight = 19 L/KG – meaning that for every KG of weight, it has 19L of packing space.



#### AVERAGE 30" LUGGAGE

VOLUME 93 L

WEIGHT 5 KG

VOL/WEIGHT **19 L/KG**

- Compare this to the Heys new ultralight Xero™ luggage, which has a Volume of 100 L, but weighs a mere 2.4 KG, giving it an incredible Vol/Weight ratio of 42 L/KG with 42L of packing space for every KG of weight!



#### XERO™

VOLUME 100 L

WEIGHT 2.4 KG

VOL/WEIGHT **42 L/KG**

**So... when it comes to accurately measuring the best lightweight luggage in today's market, the higher the Volume/Weight ratio the better!**



Heys has made the decision to include this key ratio in all its future luggage hang tags, brochures and online content - including in the measurements for the World's Lightest Spinner – The Xero™ – which features the industry's best ratios:

Xero™ Volume/Weight ratios:

**S (21"):** 23L / KG

**M (26"):** 35L / KG

**L (30"):** 42L / KG

About The Xero™: Launched in Spring 2017, it's the World's Lightest Spinner Luggage! An amazing, superlight luggage that can literally float on air, yet it's even tough enough to break through walls! It features all the latest ultralight technology in its design, fabric, parts and components. The 3 piece set weighs only: 3.7 lbs (21" luggage); 4.2 lbs (26" luggage); 5.2 lbs (30" luggage) with packing capacities of 38L, 67L, and 100L respectively.



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About Heys:

Heys International Ltd., established in 1986, is a global leader in luggage design, synonymous with luxurious, fashionable, innovative and lightweight luggage, travel bags, handbags, backpacks and travel accessories, with a high standard of excellence in workmanship and quality. Heys products are distributed in over 50 countries globally, through its offices in Canada, USA, Germany, Dubai, South Korea and China. Visit [www.heys.com](http://www.heys.com)

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