



THULE® launches cases and bags line in the Philippines

The people that do racks for cars now do racks for bikes. And they've launched a whole new slew of bags too.

THULE® of Sweden, represented by Örjan Pettersson, Director of Sales, Asia-Pacific, unveiled the new products to motoring and travel newsmen at the THULE store at The Block, SM North EDSA on June 11, 2013.

From Camera Bags to Laptop Sleeves, Luggage and Duffels to Daypacks and Messengers, the Swedish brand introduced a whole range of smart bags for different needs that will work well on bikes, cars and other transport as when they are carried around.

Pettersson said the THULE® bags focus on ease of use, safety and quality and are identified by the distinctive THULE design that is both understated and elegant. Melvin D. Sua, Managing Director of Jake Bros. Inc., local distributor of THULE bags, explained the features and functions of the different THULE® products.

The Crossover Collection

First to be introduced was the Crossover collection made up of hyper stylish duffel bags, rucksacks and rolling luggage – all with THULE®'s seal of quality, rugged elegance and innovation. The bags have compartment space for helmets, gloves and other necessities and are unique because they have oversized wheels for smooth mobility, proprietary V-tubing™ (telescoping handles) lightweight design and durable, high-quality aluminum hardware.

THULE®'s Crossover Travel lets travellers take on any airport or station as they would any slope, river or trail – with ruggedly durable and highly functional rollers, carry-ons and duffels. The duffel line, THULE®'s Crossover Mobile resonates with technology buffs' specifications with SafeZone compartments and padded computer areas.

Under Travel, the THULE® Crossover 60L Rolling Upright with Race Pack is two bags in one that can be used for extended travel or just a day trip – just simply remove or attach its race pack. Globetrotters will go for the THULE® Crossover 45L Rolling Upright/22" because it can fold adventure into business travel. It expands and has a removable tri-fold suitor, plus a cinch bag that can hold objects separately. The THULE® Crossover 38L Rolling Carry-On/21" has a dual personality. Both roller and backpack, it can change its mind, just with a flick of its hidden, cool-mesh shoulder straps. THULE®'s Crossover

87L Rolling Duffel is ideal for stuffing gear because of its wide mouth that makes it easy to load helmets, boots, gloves, jackets and other travel essentials. The THULE® Crossover 56L Rolling Duffel, a smaller version of the 87L, is so easy to handle.

But there's more. THULE® duffels beckon to those with shorter or more informal travel ideas. The THULE® Crossover 70L accommodates gear and more into its extra large duffel space that has a full-zippered access to a protected "staging area". The THULE® Crossover 40L Duffel Pack is a hybrid backpack/duffel with back panel access -- perfect for weekend getaways AND backpacking abroad. The THULE® Crossover 32L Backpack works hard during the workweek with its dedicated organization features, but it can change its mind ASAP to become a gym bag or weekend adventure bag when the idea hits. Gear heads meanwhile will love the THULE® Crossover 25L Backpack because it has dedicated electronics protection-plus pockets and compartments for beloved gizmos. The THULE® Crossover Sling Pack is a low-profile sling with an extra-wide breathable strap that keeps its cool and allows easy access to electronics and gear via uber accessible zippered pockets.

The Gauntlet Collection

Thule also launched a line exclusively for electronic gear. The Gauntlet Collection was designed by THULE® to provide tough protection for the Macbook Pro. The Gauntlet MacBook Air Sleeves, the THULE® Gauntlet MacBook Pro Sleeves and the THULE® Gauntlet MacBook Pro Attaches are possibly the most rugged looking sleeves and armor one can get for their Macbook Pro. The sleeves are strikingly futuristic with an armor-like shield pattern. The Attaches are specially fitted for 13" and 15" MacBook Pros.

The EnRoute Collection

Another Thule® Bag Collection unveiled was EnRoute, a personal range made up of a series of daypacks that are perfect for commuters and individuals on the go. All sport the Safe Zone™ -- a compartment that protects eyewear, small electronics and other fragile, mustn't lose stuff. EnRoute Blur is a 23-liter daypack that compartmentalizes everyday gear, with space for a 17" MacBook Pro and an iPad or 10.1 Tablet. EnRoute Mosey has a hooded top that enables one to open and store items conveniently even with busy hands and can accommodate various electronic gadgets in its 28-liter space. EnRoute Strut is only 19-liters big but it's a nifty city slicker that can carry a 15" Macbook and an iPad together in its shell. The 29-liter EnRoute Escort overflows with pockets and compartments where one can stash one's daily gear -- including a 17" MacBook Pro and an iPad, together.

The Perspektiv Collection

Last to be introduced was the THULE® Perspektiv Collection-- a new range of camera bags that will appeal to photo buffs, particularly die-hard outdoor photographers. Made up of four must-haves -- the GoPro case, Daypack, Toploader and Messenger -- all camera bags offer protection from the elements through welded and taped critical seams and Durable Water Resistant (DWR) treated fabric to protect its contents from splashes. All bags have THULE®'s SafeZone™ Technology that keeps delicate and important items safe : dry, crush-proof and scratch-free.

Really active sports enthusiasts with GoPro cameras will like how GoPro's features and attachments seem to have considered their every need. The bag has a crushproof padded camera compartment with a divider system for keeping things organized, plus flip

down organization panels that keep SD cards and spares locked in place. The bag closes with a roll down soft top that makes it versatile for individual use.

Also introduced was The Daypack, which has all the right compartments, zippers and pockets to win the hearts of outdoor photographers. Its mandatory tripod back strap, side pocket for water bottle and well-ventilated padded back are big plusses. There's space enough for a DSLR body with attached lens, and customizable storage for two more lenses. The pod system that holds the camera and gear can be removed should one want to use the Daypack as a plain backpack.

There was the Toploader, a smaller camera bag that allows access from the top so one need not open the bag from the side and mess with the straps and buckles. Worn three ways, it has a detachable stabilizing belt that keeps the bag snug around the waist even if one moves around a lot. It comes in medium-size (to hold a DSLR body with attached zoom lens and batteries) and a little larger (to be able to carry a DSLR body with extended battery pack and lens up to 70-200 mm).

Also in the Perspektiv line is the Messenger – a camera bag that slings over the shoulder and fits right in at the office or out in the field. It can hold a DSLR camera with attached zoom lens and still have space for a laptop in a separate padded compartment.

Sua said THULE bags, luggage, backpacks and gear adjust to the fast pace of life in the city or the challenge of living in the wild. From tough luggage to stylish travel, bags on-the-go that have great storage and safekeeping, and smart and stylish camera bags, all are available now at the THULE® store at The Block, SM North EDSA, Power Mac Center, and Tripologie branches at Eastwood Citywalk 2, Alabang Town Center, and Bonifacio Global City.