

How Successful Collaborations Propelled Samsara Luggage Into The Spotlight

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By Faith Ashmore, Benzinga

The travel industry is still working on rebounding after travel restrictions, airline layoffs, and overall hesitancy to travel became the norm during the pandemic. As travel resumed in the past year, travelers experienced [over a million lost bags in the U.S.](#) between January and June. The percentage of lost bags, when compared to 2019, is 30% more. It's clear that consumers are eager to explore again but there is a growing concern among flyers who want to ensure their luggage is safe.

Samsara Luggage Inc pioneered a solution to a problem plaguing travelers globally. Awarded a special mention in TIME's [Best Inventions of 2022](#) by TIME, Samsara Luggage has designed a line of suitcases with a removable Apple AirTag embedded. The suitcase can be tracked by the Find My app on the iPhone. If a bag gets lost or stolen, Samsara's technology allows customers to always find their bag.

The company almost immediately started gaining the attention of huge brand names like T-Mobile, which saw the value of Samsara's winning idea and wanted to collaborate on co-branded products.

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Samsara Luggage Is Grabbing The Attention Of Established Giants, Prompting Fun And Unique Partnerships

[T-Mobile collaborated with Samsara Luggage](#) to create a sleek, magenta suitcase called the Un-carrier On. T-Mobile and Samsara Luggage worked together to create a unique suitcase that would make traveling easier with savvy smart technology. The Un-carrier On is the only carry-on suitcase on the market with wireless charging capabilities and a removable battery pack that includes a USB-C port. Perfect for working on the go, the luggage has a flat-top work surface that can double as a leg or footrest. And of course, the Un-carrier On includes Samsara's AirTag solution so you never lose your luggage again.

The unique partnership was a successful endeavor of two companies working together for the shared goal of improving the travel experience through innovation, connectivity, and convenience.

Prior to the Un-Carrier launch, [Samsara Luggage made its debut in select Tommy Bahama](#) retail stores around the country. Tommy Bahama is at the forefront of the travel industry with year-round resort wear and travel accessories. Partnering with Tommy Bahama is a huge opportunity to reach a larger audience and bring Samsara Luggage further into the spotlight. Choice products from Samsara Luggage are featured both online and in select stores.

The company's partnerships in 2022 added visibility to the brand and brought in sales. Gaining the attention of huge brands like T-Mobile and Tommy Bahama is no small feat. Samsara Luggage is looking to make a splash in the travel industry and it will be interesting to see where the company goes and what partnerships they have in store for the future. Samsara has had a year of growth and complementary partners to propel the brand to the forefront of smart travel technology and luggage.

The above article was originally published on Benzinga [here](#).

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Contact Details

Benzinga

+1 877-440-9464

info@benzinga.com

Company Website

<http://www.benzinga.com>

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