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Samsonite Acquires Tumi Luggage by Julia Roger

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Samsonite International SA is one of the famous luggage brands that has received wide spread attention and global recognition when it comes to quality and reliability factor. It is one of the worldâ€™s largest luggage making brand that has been in function for several years now. samsonite luggage is known for its compact design and well made out frame, which stands evident to its quality factor. When buying a luggage, it is always natural to look into the brand factor. Many people do not even give a second look over

Tumi is a now part of the popular Samsonite luggage brand as the later has acquired Tumi Holdings for a good price. Both of these companies were considered rivals and competitors and Samsonite managed to buy its rival for a whooping price felt to be best in the industry. This acquisition of the Tuni brand by Samsonite luggage is looked upon as a positive indicator for the business at large. The popularity of the Samsonite International line of luggage has gone up even higher with the acquisition of the Tumi brand.

The consumers are set to get a better product from the Samsonite group with the inclusion of the tumi range in it. The acquisition has brought in a lot of business for Samsonite and sets a perfect path for it to turn out to be one of the upcoming brands in the coming years. It has also showed in a great growth rates and ability to grow big in the next few years. There is a wide range of bag and luggage collection that Samsonite promises consumers all over the world. These can be priced little higher but they are definitely worth the rates, as they are known to be sturdy and top class.

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For more information on a tumi, check out the info available online; these will help you learn to find the a samsonite luggage!

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