



## **SAMSONITE CANADA OPENS NEW CANADIAN HEADQUARTERS IN STRATFORD, ONTARIO**

*Ribbon-Cutting Ceremony to be Held at Expanded Stratford Facility on C.H. Meier Boulevard*

Stratford, ON – June 21, 2018 – Today **Samsonite Canada** will be holding a ribbon-cutting ceremony as they open their new and expanded Canadian Head Office on C.H. Meier Boulevard in Stratford, Ontario. The new 140,000-sq.ft. state-of-the-art facility features a warehouse, offices, showroom and Company Outlet store. Located on a 10.4-acre site behind Festival Marketplace Mall, the new facility represents a significant investment in the future success of both Samsonite and the Stratford community.

**President, North America, Samsonite LLC Lynne Berard, Stratford Mayor Dan Mathieson and Samsonite Canada General Manager Paul DeCorso** will cut the ribbon. **Ms. Lynne Berard** shares her support of the Canadian expansion, *“The Canadian market has been a key contributor to our North American success over the years. We are excited to be expanding our operations and facilities to offer best-in-class service to our customers while supporting our continued growth. On behalf of all of us at Samsonite, I would like to thank the city and community of Stratford for their ongoing support and partnership.”*

Samsonite, an industry leader in quality luggage, business cases, casual bags and accessories, first opened in Stratford in 1956 and recently celebrated 60 years in Canada. The company is an industry leader in product design and innovation and has expanded its brand portfolio to include other notable brands, such as American Tourister, High Sierra, Hartmann, Lipault, and Canadian Tourister. The company currently employs over 100 people in Stratford and across the country, and the new facility project will enable sustained future growth as well as reducing Samsonite Canada’s carbon footprint with a variety of energy and waste reduction efforts.

**Mayor Mathieson** is enthusiastic about the growth of the Canadian headquarters, *“Samsonite Canada has played an important role in Stratford since 1956 and I am excited to see their continued growth and expansion within our City over the years. Their 60-year commitment to stay and invest in Stratford and our community exemplifies both a dedication to the City but also illustrates that Stratford is a great place to ‘do business!’”* **Mr. Paul DeCorso** adds *“the team at the City of Stratford has been and continues to be tremendous partners to the Samsonite family and we are excited to continue our journey this city”*.

Cooper Construction built the new facility, keeping things on pace for the tight one-year project. **Cooper Construction Senior VP Don Gordon** agrees with Stratford being a great business hub saying, *“Cooper Construction would like to take this opportunity to thank the City for its assistance in making this development for Samsonite the success that it is.”* **investStratford CEO, Joani Gerber** shares her thoughts about the new location, *“Samsonite is an important part of our business landscape and I’m thrilled and proud of their ongoing success and commitment to our City. Their success is our success.”*

There will be a Grand Opening event at the Samsonite Outlet Store (located at the south-end of the new building on C.H. Meier Blvd) this Friday, June 22 through Sunday, June 24, where treats, giveaways and discounts will be given to visitors (while quantities last). All are welcome!

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*About Samsonite Canada*

*For over 100 years, Samsonite has continued to leverage its craftsmanship and heritage as an innovator, to create unique solutions for the sophisticated traveler. By identifying trends and interpreting travelers' needs, Samsonite continues to infuse innovation and new ideas into travel, re-igniting the sophistication and experience of the past. For more information about Samsonite Canada, please visit <http://www.samsonite.ca/AboutUs.html>*

*About investStratford*

*investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven Please visit [www.investstratford.com](http://www.investstratford.com)*