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i-TRAK SIGNS UP BERGHAUS TO GLOBAL LUGGAGE TRACKING SERVICE

i-TRAK, the revolutionary new active luggage tracking solution, has joined forces with Berghaus, one of Europe's leading outdoor brands, to provide travellers with additional peace of mind. The agreement, which is the first partnership that i-TRAK has signed with a luggage manufacturer since its launch at the start of 2003, will see a range of Berghaus sacs from February this year incorporate the i-TRAK active luggage tracking solution.

i-TRAK is a revolutionary new service that is designed to help people avoid the nightmare of losing their luggage. With an estimated 20 million bags annually mislaid by the world's airlines alone, demand for such a solution is massive. i-TRAK has been specifically developed by ilutra systems over the last two years to assist in the return of mislaid luggage either directly to its owners or via their travel operator.

By using sophisticated tagging and tracking technology, i-TRAK aims to improve significantly the chances of having luggage returned to its owner as well as making the recovery process easier and faster. Wherever a lost bag is found and in whichever part of the world, the i-TRAK system is designed to help its finder contact the owner quickly and easily by phone*, SMS, email or internet to allow arrangements to be made for retrieval.

Also available as a retail pack, i-TRAK can be bought via www.i-TRAK.com and through a number of selected travel agents and luggage stores throughout the UK.

Adam Dalby, Managing Director at ilutra systems and co-developer of i-TRAK, comments: "We're delighted to have joined forces with Berghaus. The company has a fantastic reputation in its market for quality products and customer satisfaction and we're exceptionally pleased that we'll be providing the benefits of i-TRAK to consumers who buy Berghaus luggage.

Furthermore, as our strategy is to work with key brands in specific sectors of the travel market in order to widen the reach of the i-TRAK system, we're very pleased to have started the process with a brand as strong as Berghaus."

Lewis Grundy, product and marketing director, for Berghaus adds: "Berghaus is delighted to be able to offer the i-TRAK service to people who buy the new adventure travel sacs. We're determined to offer the best product available and earn the trust of travellers everywhere. We know we make great travel sacs and now i-TRAK will give added 'peace of mind' to anyone who buys them."

*Telephone notification is an optional extra that can be arranged via i-TRAK

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Headquartered in Egham, Surrey, ilutra systems Limited was founded in 2000 to provide bespoke luggage solutions to the travel industry. The launch of i-TRAK in January 2003 is the first product that ilutra has brought to market and is the culmination of 18 months of intensive R&D activity.

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