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MEDIA RELEASE

SAMSONITE CANADA MARKS 70 REMARKABLE YEARS OF HERITAGE AND GROWTH IN STRATFORD, ONTARIO

Milestone Anniversary Recognizes Seven Decades of Local Investment, Innovation, and Community Partnership

Stratford, ON - October 29, 2026 ... Today Samsonite Canada is proud to mark the 70th anniversary of its operations in Canada—a legacy that has been proudly and continuously rooted in the City of Stratford. On this day in 1956, Samsonite officially opened its first Canadian facility on Ontario Street in Stratford. Seventy years later, the global luggage pioneer remains a vital pillar of the Stratford business landscape, operating from its state-of-the-art Canadian headquarters on C.H. Meier Boulevard.

Since its historic opening, Samsonite Canada Inc. has evolved from a local manufacturing facility into a multi-brand distribution and customer service powerhouse. In 2018, Samsonite cemented its long-term future in the community by consolidating its local footprint into a single, highly efficient 140,000-square-foot Canadian Head Office, distribution centre, and Company Outlet store on C.H. Meier Boulevard, maintaining a strong, continuous presence in the city and currently employing over 80 office, warehouse and retail store staff across Canada.

“Samsonite is woven into the very fabric of Stratford’s economic history. Their 70-year commitment to invest, innovate, and employ locally exemplifies why our community is a premier hub for global business. We are thrilled to congratulate the entire Samsonite team on this milestone of success.” - Joani Gerber, CEO, investStratford

To commemorate the anniversary, Samsonite Canada has introduced a special 70th Anniversary Limited Edition Voltage DLX 2 Piece Set in midnight black with platinum-coloured accents, created exclusively for this milestone. The anniversary colourway is a true limited edition: once the available inventory is sold, it will not be produced or reordered again.

“For 70 years, Stratford has been at the heart of Samsonite’s presence in Canada. While our brand reaches travellers around the world, this milestone gives us an opportunity to celebrate our Canadian home, the people who have been part of our journey and our longstanding connection to the Stratford community.” - Greg Belina, Country Manager, Samsonite Canada Inc.

As a global leader in quality luggage, business cases, and travel accessories, Samsonite Canada’s Stratford-based team manages national operations and supports an expansive brand portfolio that includes American Tourister, High Sierra, and Lipault. The C.H. Meier Boulevard headquarters continues to serve as the heart of Samsonite’s Canadian operations, driving national logistics, customer care, and retail presence while remaining a major employer and corporate partner in the region.

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About Samsonite Canada

Founded globally in 1910 and operating in Stratford, Ontario since 1956, Samsonite is the world’s most trusted travel lifestyle brand, building innovative and hard-working products that elevate the way we travel. www.samsonite.ca

About investStratford

investStratford is the economic development department of the City of Stratford, committed to advancing the city’s economic future through targeted investment in arts, education, and industry. www.investstratford.com

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