

DionWired stocks Cellini and Wenger brands

DionWired, the consumer electronics and appliances store is expanding its offering by adding trendy Cellini and Wenger laptop luggage bags to shelves in all DionWired Stores. Up until now Cellini products have been available only from independent luggage stores and Edgars, while the more exclusive Wenger range has only been distributed via Cellini's own branded luggage outlets.

"Because DionWired carries some of the best and most advanced products in computer hardware and software, gaming, appliances, cellular phones and accessories, we are looking for luggage brands that perfectly complement our vision and exclusive products. These brands stand for innovation and quality, combining functionality with style," says general manager of DionWired, Andrew Jackson.

It's all about precision

Wenger, known for its iconic Swiss Army Knife, is currently one of the fastest growing brands in the back pack and business case categories worldwide. "The Swiss Army knife dates back to 1886 and is the definitive quality and functional product. Wegner is all about precision and expert craftsmanship that can meet both the practical and aesthetic needs of the modern day business traveler whose laptop is essentially his office," Jackson explains.

Now a brand leader in its market, Cellini was launched in 1979 with the aim of providing functional, stylish and lightweight luggage to travelers. The essence of the Cellini philosophy is to continually innovate and inject new and functional ideas into the travel industry, to incorporate extra features into luggage to combine travel and business convenience.

The Cellini range will include a slimline laptop briefcase, an overnight business trolley, a multi-pocket moulded business case, a laptop organiser with expanding overnigher and an overnight business trolley. The Wegner range comprises computer backpacks and an overnight business trolley with protective space for your laptop.