



Lighter is simply better.
Stratic lightweight luggage.

Stratic®

Easy travelling

Lighter and easier with time

"The light appeal of today looks back on a long tradition."

When Jacob Bonifer founded Stratic in 1946, travelling was both a goal and an incentive at the same time. The name Stratic comes from stratosphere, from flying, from lightness. A name that makes a promise. Behind this name is an undertaking: to make travelling as light and easy as possible. Jacob Bonifer set out to make things easier in a world that was becoming more and more complex. That's what made him stand out. Stratic lightweight luggage became a lifelong task

Travelling isn't simply a business.

Travelling is a passion.

Stratic – the logo

The development of the Stratic logo reflects the eventful history of the lightweight luggage manufacturer. Over the decades a logo has been created that is impressive in its clarity.



1946 | 1980 | 2000 →



Stratic step by step:

- > 700 people think and act across borders just for Stratic
- > 50 employees work in the headquarters in Rodgau near Frankfurt am Main, Germany
- > 20% of employees in Rodgau work in product development
- > 100.000 items of luggage are constantly ready for shipment
- > 1 task: lightweight luggage
- > 1 of the top 3 suppliers of soft luggage in the German-speaking world



"Set the course today
for an easier life tomorrow."

This idea lives on. It was the underlying philosophy that has made Stratic one of the top suppliers of soft luggage in Germany, Austria and Switzerland today. Now, responsibility for this family company lies in the hands of the third generation and the 700 people who work for them. When it comes to production and buying in materials, we look across borders to find the right quality and standards – in Europe and beyond. But the heart of Stratic beats in its headquarters in Rodgau near Frankfurt am Main, Germany. Here, product development, marketing, sales, purchasing and logistics are brought together with one concerted aim: to develop new markets.

Lighter and easier into the future

Lighter and easier for you

"Sometimes it's very easy
to make life pleasant."

8.25 a.m. Check in closes at 8.30.
Still another 800 metres to the check-in desk.

O ften it's the little everyday situations that make our lives difficult. And usually the solution isn't far away. With the needs of people in mind, Stratic has created a product that makes it easy for you to reach your destination: Stratic lightweight luggage. Highly innovative, lightweight and functional and therefore unique. No surprise then that more and more people are choosing Stratic.

No problem with
the new Stratic luggage.



Stratic – the test

Not 50, not 500, but 5000. That's the number of times that Stratic lightweight luggage is tested for its robustness and resilience. In addition the luggage is thoroughly tested for harmful substances.

Stratic lightweight luggage speaks for itself:

> Ultralight bi-laminate reinforcement material

Doesn't weigh heavily, but is very robust

> Strong safety handle

Doesn't let you down

> Innovative 4-roller system

Follows your every footstep

> Special TSA zip lock

Protects zips from tearing

> Individual logos

Tells you who the case belongs to

> Unique soft trolley – the new „vertical“ genre

Two stable aluminium frames that make packing as easy as possible



Vertical from the series First – maximum capacity – extremely robust – easy to pack.

“If you want others to follow,
you need to impress them.”

What is impressive about Stratic lightweight luggage is its extremely light construction and the high level of functionality. But it doesn't stop there. Stratic won the German Leatherwear Prize from the Federal Ministry of Finance for the design of its black leather luggage range. So Stratic lightweight luggage isn't just a practical choice – it's a sign of good taste, too.



Prize-winning

Lighter and easier to handle

Lighter and easier in a team

"If everyone pulls their weight,
it's easy to get to the top."

Networking is the magic word of the 21st century. To win in a globalised world you have to be prepared to enter into new commitments and respond to changes flexibly. Rigid structures are a thing of the past. The family business Stratic has done away with cumbersome hierarchies. Their motto for success is now fast and flexible action based on trust and personal communication. With a team that works hand in hand and takes on responsibility – for the company and for society.

**Success is the sum total of right decisions.
But what are the right decisions?**

Stratic – social responsibility



For Stratic, responsibility goes beyond the walls of the company. As part of Operation Smile, Stratic supports doctors who travel to developing countries so that children with cleft lips can laugh again. In 2007, Stratic equipped 48 of these doctors and their assistants with ultramodern polycarbonate trolleys. A small contribution to a great mission which will be continued in the future.





"Shaping the future means
overcoming obstacles with ease."

Stratic finds it easy to make decisions. Because they are based on values that have been part of the family company's traditions since its founding: Making complicated things easier. Making travelling lighter. Furthering development. With an independent brand that addresses the needs of people and not vice versa. A brand that creates a strong partnership with dealers and suppliers and attaches great importance to commitment. A brand that faces up to the challenges of the 21st century and shapes the future. And all of this with great ease: with Stratic lightweight luggage.

They're often the ones we
find easiest. Because they
are in harmony with our
values.

The lighter and easier way to succeed

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**The lighter way
to new destinations.**
Stratic lightweight luggage.



Easy travelling