

TRACE ME Luggage Tracker. Named as Budget Travel magazine's best pick for luggage return

by sourcewire.com

Monday 30 March 2009

Thanks to luggage tracking service Trace Me, passengers stand a better chance of having their belongings returned and not having it end up amongst the 42 million pieces of luggage that go missing every year.

Recognised in airports worldwide, the Trace Me service is simple. Each durable plastic tag does not contain any personal identifiers such as a name or address but instead has a unique barcode and serial number which is registered online at Immobilise.com the world's largest property ownership database.

The tag is then simply secured to any item of luggage prior to transit. In the event of the luggage going astray, the barcode can be scanned by airport officials globally triggering a text message and email to the owner of the bag with details of its location and who to contact to recover your case.



US magazine Budget Travel (www.budgettravel.com) put the Trace Me service to the test alongside two other baggage identifying services. Luggage was labelled using the tags then deliberately 'lost' by each of the magazine's testers in three different places which passengers frequent: an airline, baggage carousel and a New York taxi. Based on Budget Travel magazine's findings, they selected Trace Me as their top choice. Magazine tester John Rambow commented, "Trace Me called about my overhead suitcase four hours after my flight. The company then e-mailed to tell me it was at the airport; I picked it up a few days later."

"We were delighted to be awarded the Recommended Choice for luggage protection," says Trace Me managing director John Crosland. "We are passionate about protecting people's luggage and we know our product works, so it's extremely gratifying to have an independent review confirm that."

"We provide a simple solution that prevents the distress and inconvenience of losing one's personal possessions and the sales of the Trace Me tag confirm the public's desire to do that. Once every traveller carries a Trace Me tag the nightmare of lost luggage will become a thing of the past."

For further information, please visit: www.tmlt.co.uk.