

Travel Blue establishes regional base in Americas

By **Hibah Noor** on March, 27 2012 | People



Travel accessory company Travel Blue has established its own company based in the US to cover the Americas.

Avi Levin, Travel Blue's Managing Director says: "Due to the importance of the Americas, we believe we have to service these key markets with our own company rather than use a third party distributor. We already have a good business in the region and part of the reason for opening a US based operation is to improve even further the level of service we offer to our clients."

The US based company is being headed up by Michael Cocherell, based out of Miami, Florida. Cocherell brings a huge wealth of industry experience to Travel Blue. An accomplished business strategist, Cocherell has a proven track record across a number of corporate, public and non-profit industry/domains. With experience on both the retailer side, with Duty Free Shoppers and

suppliers including Mars, plus corporate gifts through Bravanta.

Levin says: "We're delighted to welcome Michael to the Travel Blue team. He will play an integral role in the development of our business in the Americas. We received a very positive reaction to the brand and gained some key leads, as well as new business, at the recent Travel Goods show in Las Vegas."

Jonathan Smith, Head of Global Travel Retail for Travel Blue adds: "Travel Blue is committed to growing its business in the Americas region and Michael will help us to achieve our ambitious targets for the coming year. We doubled the space at the recent Duty Free Show of the Americas, which really paid dividends when receiving new and established clients onto the stand. There is now a considerable amount of work to do to follow up the excellent leads gained during the week."