



Peak Design's Roller Pro Is The Future Of Luggage Design

New carry-on features innovations that manufacturers said were impossible.

San Francisco, CA (March 4, 2025) – [Peak Design](#) is making its roller luggage debut with its most anticipated product release yet: the Roller Pro Carry-On. This new travel essential combines soft-sided style, hard-sided durability, and adaptive features to support any adventure, whether it's for business, creative pursuits or just for fun. It's made for the modern traveler, whose needs are multifaceted but always grounded in function, form and accessibility.

Having grown tired of the multitude of cookie-cutter roller bags on the market—made predominantly with off-the-shelf parts and having little-to-no newly discernible features—Peak Design designed Roller Pro from the ground up with entirely-custom parts and assemblies. This enabled them to address shortcomings such as poorly-built handles, wasted space, unwieldy clamshell access, and the 'same-old' boring aesthetics.

Roller Pro's defining feature is Peak Design's patented, low-profile carbon fiber handle, engineered for maximal strength in a minimal volume. Standard roller handles are made from off-the-shelf telescoping aluminum tubes, which create large ridges at the bottom of your packing area and create wasted space around them. Roller Pro's handle is made from single-stage flat carbon fiber tubes, making it significantly stiffer while taking up just a third of the volume, which both maximizes packing space and provides a superior handling experience. Coupled with custom-engineered wheels—nestled within the bag's corners to optimize interior storage—the Roller Pro glides smoothly across a range of surfaces with just a flick of the finger.

Roller Pro also boasts a unique hybrid construction—a lightweight polycarbonate shell covered with their signature VersaShell™ fabric—that provides hard-sided protection with soft-sided features, all in a clean, classic aesthetic. A front EDC pocket has protected storage for passports, chargers, and headphones, plus a laptop/tablet. And unlike traditional clamshell-style rollers, Roller Pro features an innovative 'Drawbridge' opening system with a compact footprint, offering travelers a unique solution for packing in confined spaces like airplane aisles, busy event spaces or cramped hotel rooms. An expansion zip accommodates travelers returning home with more than they left.

The serial traveler will rejoice in Roller Pro's nifty packing features and thoughtful details. An interior organization panel holds small stuff, creates dedicated dress shirt or dirty clothes storage, and can be stowed to create a single large volume that reveals a hidden AirTag pocket. A proprietary Cord Hook™ Internal Retention System keeps contents secure, yet instantly retracts when not in use. Outside, 360-degree grab handles enable quick snagging from a conveyor belt or overhead compartment, and Cord Hook™ Gear Loops enable quick external carry of jackets, umbrellas, or even a tripod.

Not forgetting their roots, Peak Design ensured Roller Pro integrates perfectly with their Camera Cubes to create the ultimate mobile creative workstation whether you're on location or in the studio. A brand new X-Large sized cube that fills the bag's entire volume and holds a 400mm prime lens. Camera Cubes disappear as quickly as they install, eliminating the need for photographers to own a dedicated camera roller.

True to Peak Design's commitment to sustainability, Roller Pro's fabric shell is 100% recycled and Bluesign-approved, and the entire product is PFAS-free and Climate Label Certified. Backed by Peak Design's lifetime guarantee, the Roller Pro is built to last, representing a long-term investment in high-quality travel gear. Roller Pro is international carry-on approved and clocks in at 55.6cm x 35.6cm x 23cm and 3.9kg.

"Inside almost every roller bag you'll find a floppy fabric liner, and under that liner you'll find two big honkin' tubes," said Peak Design Founder & CEO Peter Dering. "A plastic clamshell with big, fat tubes: that's the *easy* way to make a roller. We chose the *hard* way. When we told our factory we wanted to redesign things from the ground up, they told us we were crazy. But we pushed them, and found a better way, and the result is a product that is wildly more effective and delightful. Roller Pro has *real* innovation in it, and I suspect many of its features will become future industry standards."

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Media Contact:

Lorenzo Saibene
Peak Design International Marketing
lorenzo.saibene@peakdesign.com

From March 4 - April 17, 2025, the Peak Design Roller Pro and newly released XL Camera Cube will be available to preorder on Kickstarter (peakdesign.com/ks), offering customers an exclusive chance to purchase at a discounted price (**MSRP \$129.95 - \$425**, depending on the item) in three colorways: Black, Eclipse and Sage. Products are expected to **ship to Kickstarter backers in July 2025**, with a full release on peakdesign.com, Amazon and **global retailers on June 17th**. For more information about Peak Design and the Roller Pro or XL Camera Cube, please reach out to media contacts Lorenzo Saibene, lorenzo.saibene@peakdesign.com

About Peak Design

Since 2010, Peak Design has been building innovative carry solutions with a simple overarching design directive: make the best things. They conceived their first product on a motorcycle trip through Southeast Asia and have since expanded to include a cross-functional ecosystem of bags, camera gear, and mobile accessories. Peak has raised \$40M across 13 Kickstarter campaigns to become one of the world's most successful crowdfunded companies. This allows them to stay investor-free and focus on designing great products, fostering happy employees, and taking care of their customers and the natural environment. Learn more at peakdesign.com.