**CABINZERO Wins Prestigious King’s Award for Enterprise in International Trade**

**CABINZERO Ltd**, the UK-born travel gear company known for its minimalist, carry-on backpacks and

accessories, has been awarded a [**King’s Award for Enterprise in International Trade**](https://www.thegazette.co.uk/London/issue/64723/supplement/S1)—**an honour**

**personally approved by His Majesty The King**, and the most prestigious official UK business accolade.

Founded in 2010, CABINZERO has grown into a global travel brand with products sold in retail stores across more than **50 countries** and at over **1,500 points of sale worldwide**, with e-commerce extending its reach to dozens more. Today, **95% of the company’s total sales come from overseas markets**, reflecting a powerful global presence built on thoughtful design, functional innovation, and a loyal international customer base. **In its most recently published FY2023 accounts, CABINZERO reported an EBITDA margin of** **23%, underscoring the commercial strength behind its global expansion.** **CABINZERO’s distribution reaches far and wide—from the urban hubs of Tokyo and Milan to the** **remote outposts of Diego Garcia and the Falkland Islands.** Its backpacks have become a trusted travel companion for customers in some of the most unexpected corners of the world.

**From Backpack Mishaps to a Global Brand**

CABINZERO began as a deeply personal project. [**Founder and CEO Neil Varden**](https://www.linkedin.com/in/neil-varden-b5aa0617/overlay/photo/)first had the idea during three backpacking trips across India, each of which ended in a broken—and progressively smaller— backpack. A few years later, he faced a life-altering challenge: a cancer diagnosis, with less than a 50% chance of survival. Surviving it reshaped his outlook and sparked the decision to leave behind a corporate career and pursue something with meaning.

In 2010, spotting a clear gap in the market for durable, cabin-sized backpacks that balanced minimalist design with practical features, he launched CABINZERO. The brand has since grown from an idea into a globally respected name in travel gear.

*“This award is deeply meaningful, not just for the company but for me personally,” said*

*Varden. “CABINZERO started as a response to frustration—but it became my way of*

*building something with purpose, after facing some of the hardest challenges life could*

*throw at me. To now be recognised with the King’s Award is an emotional milestone, and*

*I’m so proud of the team that helped get us here.”*

**Smart Travel, No Extra Fees**

CABINZERO’s success is rooted in solving a simple but growing problem for modern travellers: the rising cost of baggage fees—particularly on low-cost airlines. Its bags are designed specifically to **eliminate** **excess luggage charges**, with carry-on and under-seat sizes that comply with **all major airline** **restrictions**. As global baggage policies get tighter, CABINZERO continues to empower travellers with gear that is **light, compact, and regulation-compliant**—without compromising on storage or style.

**Flying the Flag for British Design Abroad**

The **King’s Award for Enterprise in International Trade** celebrates companies demonstrating exceptional international growth and commercial success. CABINZERO joins a distinguished list of past winners that includes renowned British brands such as **Rolls-Royce**, **Berghaus**, **Dyson**, and **Brompton**.

*“Following in the footsteps of iconic British brands like Brompton, Dyson, and Rolls-Royce,*

*CABINZERO is proud to represent the next generation of consumer innovation on the*

*global stage,” said Varden. “It shows that our message and mission resonate around the*

*world.”*

CABINZERO’s growth has been driven by a combination of product focus, operational resilience, and a clear brand identity that resonates with travellers seeking light, smart, and durable gear for life on the move. Whether it’s adventurous backpackers, digital nomads, or frequent fliers on budget airlines, the brand has built a loyal following among those who value **freedom, function, and value**.

**About the King’s Awards**

The **King’s Awards for Enterprise** are the most prestigious business awards in the UK, recognising

outstanding achievement in the fields of International Trade, Innovation, Sustainable Development, and Promoting Opportunity through social mobility. Winners are selected based on a rigorous assessment process and are **personally approved by His Majesty The King** on the advice of the Prime Minister.

**Notes to Editors**

**About CABINZERO**

Founded in 2010, CABINZERO is a UK-based brand specialising in minimalist carry-on backpacks, travel accessories, and durable everyday gear. Designed for freedom, built for function, and loved around the world.

Website: www.cabinzero.com

Instagram: @cabinzero

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**#cabinzero**

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