

A person is lying in a white sleeping bag on a rocky shore, facing away from the camera. They are wearing a blue jacket and a green beanie. To their left is a black backpack with green straps. In the background, there is a calm lake reflecting the sky, and a range of rugged, rocky mountains with patches of snow under a clear blue sky.

# THERMA-REST®

---

## Brand Introduction



## OVERVIEW

---

- 1 Brand LEGACY
- 2 Single Focus on OUTDOOR SLEEP
- 3 Holistic DESIGN
- 4 Brand & CONSUMER Navigation
- 5 PRODUCT Lines Overview



# OVERVIEW

---

- 1 **Brand LEGACY**
- 2 Single Focus on  
OUTDOOR SLEEP
- 3 Holistic DESIGN
- 4 Brand & CONSUMER  
Navigation
- 5 PRODUCT Lines Overview





# Brand Legacy

Founded in Seattle, 1971

Invented Self Inflating Mattress

Began manufacturing in Cork, Ireland in 1985





THERM-A-REST ADVANTAGE

---

# BRAND EVOLUTION





## **VISION**

**Focus** on responsibly **crafting** gear  
that guarantees a better night outside  
for campers and backpackers.



BRAND EVOLUTION /  
VISION & VALUES

---

**VISION**

Focus on responsibly  
crafting gear that  
guarantees a better  
night outside  
for campers and  
backpackers.

**BRAND ATTRIBUTES**

**INVENT**

**INSPIRE**

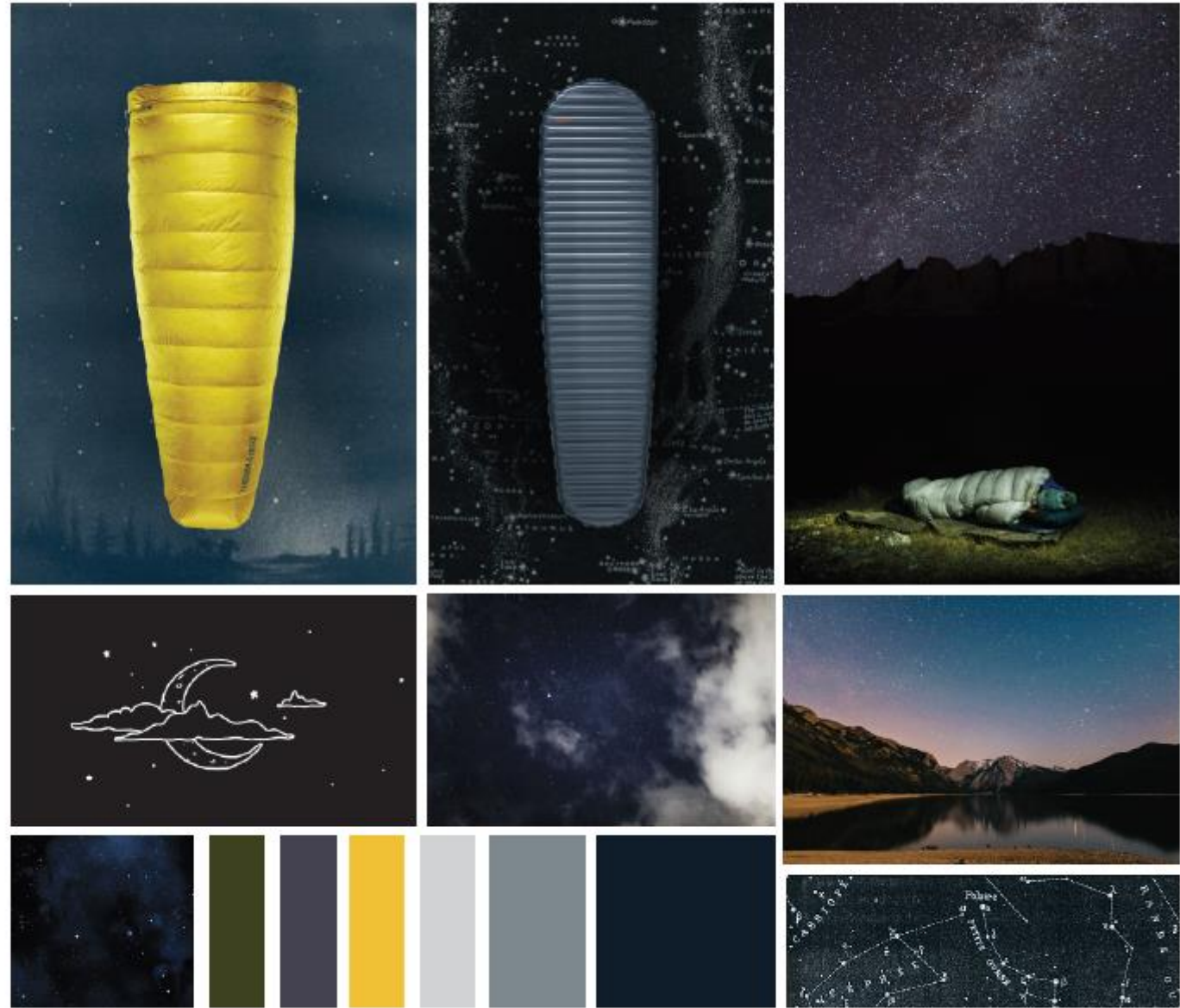
**ADVOCATE**



BRAND EVOLUTION /  
CORE CREATIVE IDEA

## THE MAGIC AND MYSTERY OF SLEEPING UNDER THE STARS.

- / Discovered a visceral connection with our consumers.
- / Launching with a new bold and confident brand direction that matches our vision and values.
- / Continue in making sleeping in the outdoors accessible for everyone.

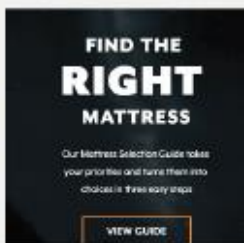
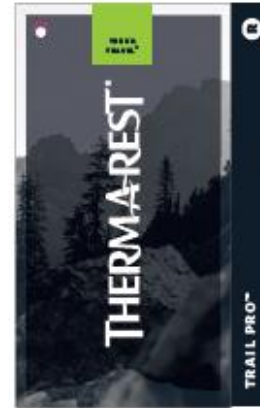




## BRAND EVOLUTION / NEW LOOK

## NEW LOOK

- / Create a cohesive brand presence (website, email, social media, packaging and advertising).
- / New brand look will be gradually implemented through 2019 and fully launched by 2020.





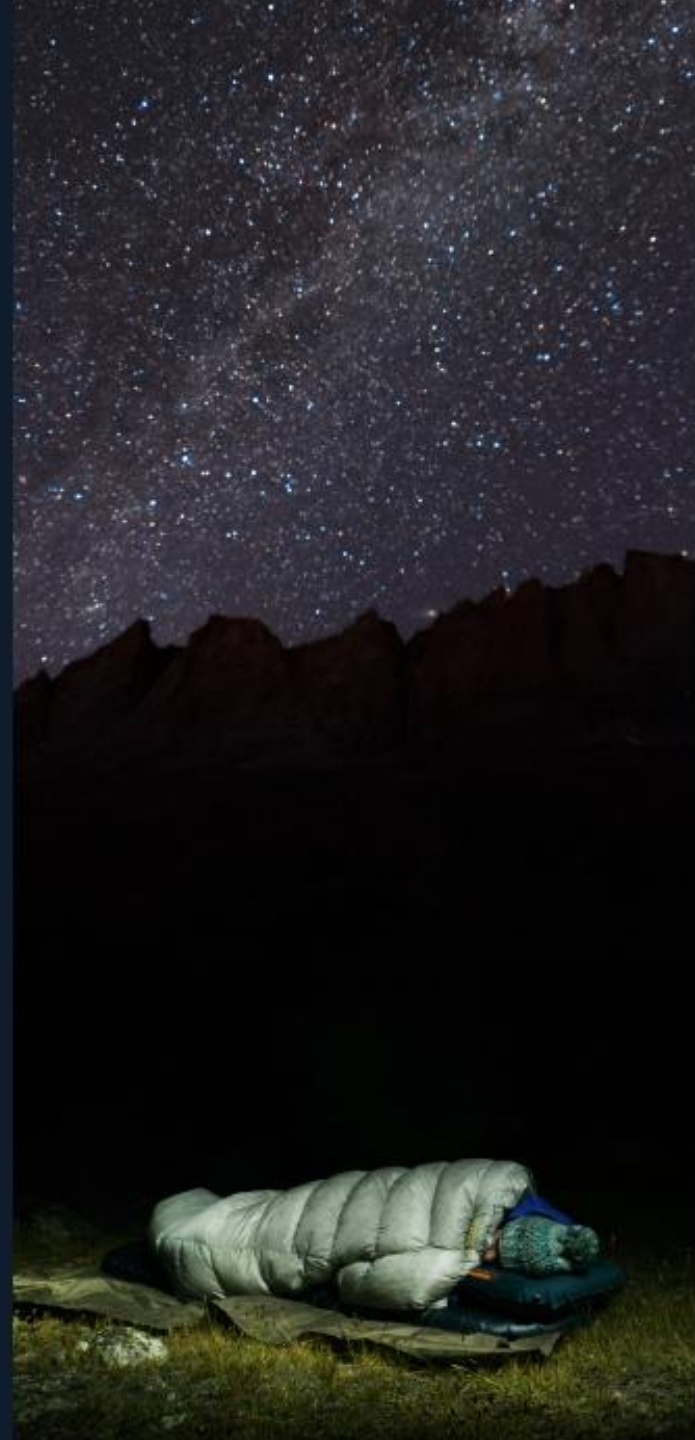
We are committed to creating a better night at camp. In 1972, that meant inventing the world's first self-inflating mattress for mountaineers and backpackers. Today, it means innovating and crafting rugged and thoughtfully-designed products that help explorers rest better.

It's not just our heritage that sets us apart. It's our trajectory.

---

# **YOUR PARTNER IN OUTDOOR SLEEP**

- / **Consumer knowledge**
- / **Photo/Video asset support**
- / **Advertising**
- / **Over 1 billion editorial impressions/yr**
- / **Best in class dealer services**





# OVERVIEW

---

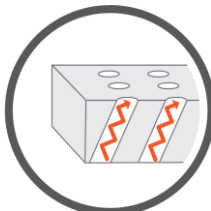
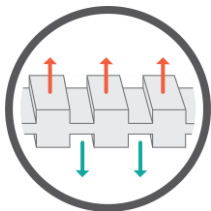
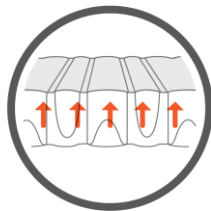
- 1 Brand LEGACY
- 2 **Single Focus on  
OUTDOOR SLEEP**
- 3 Holistic DESIGN
- 4 Brand & CONSUMER  
Navigation
- 5 PRODUCT Lines Overview



Single FOCUS on  
OUTDOOR SLEEP

SLEEPING MATS

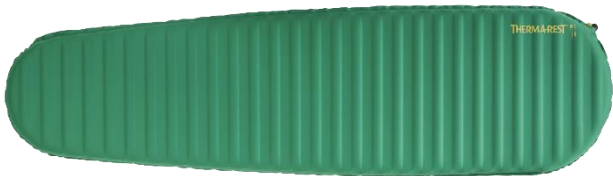
EFFICIENT BALANCE OF STABILITY, WARMTH & LIGHTWEIGHT



FAST, INTUITIVE & RELIABLE INFLATE / DEFLATE



LEADING COMFORT IN DESIGN, MATERIALS & CONSTRUCTION





Single FOCUS on  
OUTDOOR SLEEP

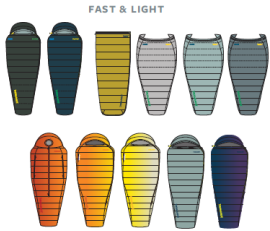
SLEEPING BAGS,  
QUILTS, BLANKETS  
& PILLOWS



COMPREHENSIVE LINE  
FOR ALL EXPERIENCES

OVERVIEW / BAGS / QUILTS / BLANKETS / COMPRESSIBLE PILLOW

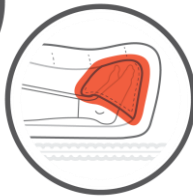
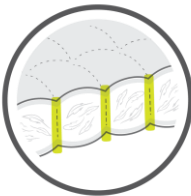
THERMA-REST



HOLISTIC SLEEP SYSTEM & COMPELLING FIT



PREMIUM MATERIALS & CONSIDERED CONSTRUCTION





Single FOCUS on  
OUTDOOR SLEEP



NEOAIR UBERLITE



**The Daily**  
SUMMER MARKET 2018  
PRE-SHOW EDITION  
POWERED BY ORVIS

**GEAR PATROL**  
EDITOR'S CHOICE

**SectionHiker**  
Hiking and Backpacking for Beginners and Experts  
Editor's Choice

**UK OUTDOOR**  
INDUSTRY AWARDS 2019

**Outdoor**  
Trade Show

**OIA**  
outdoor industries  
association.co.uk



**GEARPATROL**  
**BEST IN SHOW**  
OUTDOOR RETAILER SUMMER MARKET 2018

EDITORS' PICK



NEOAIR XLITE

VESPER QUILT



**UK OUTDOOR**  
INDUSTRY AWARDS 2019  
**PRODUCT**  
OF THE YEAR

**Outdoor**  
GEAR LAB  
TOP PICK 2018

POLAR RANGER



HYPERION SLEEPING BAGS

**GEAR PATROL**  
EDITOR'S CHOICE

**SectionHiker**  
Hiking and Backpacking for Beginners and Experts  
Editor's Choice

EDITORS' CHOICE 2019  
BACKPACKER

**Outdoor**  
GEAR LAB  
BEST BUY 2018

EDITORS' CHOICE 2018  
25th ANNIVERSARY  
BACKPACKER



QUESTAR



## OVERVIEW

---

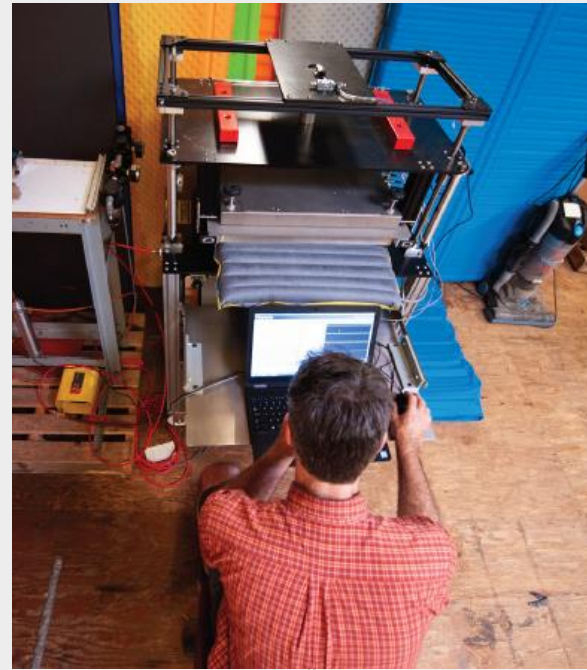
- 1 Brand LEGACY
- 2 CONSUMER Brand Study
- 3 Single Focus on OUTDOOR SLEEP
- 4 **Holistic DESIGN**
- 5 Brand & CONSUMER Navigation
- 6 PRODUCT Lines Overview



# Holistic Product Design

Thoughtful Design

Technical Expertise

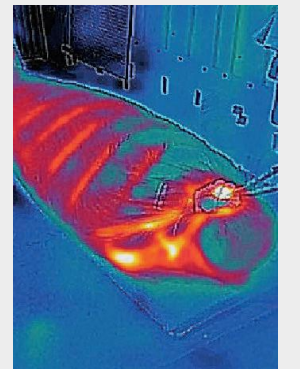
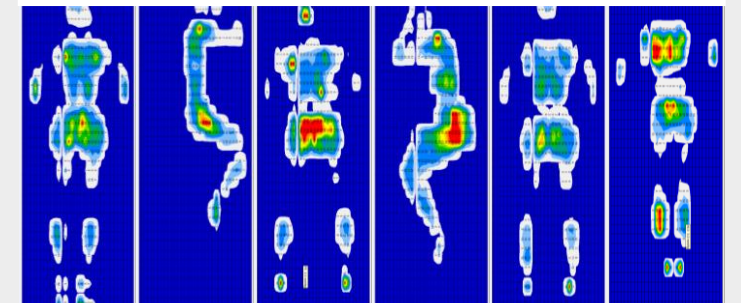
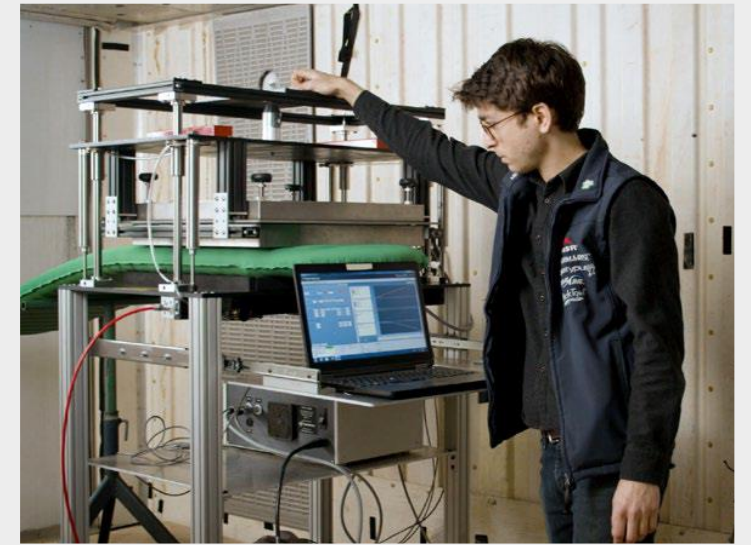


Outside

← INDEFINITELY WILD

## The Nerdiest, Most Important Sleeping-Pad News Ever

Finally, sleeping-pad insulation will be tested to a standardized methodology. Here's why that matters for all your camping trips starting in 2020.



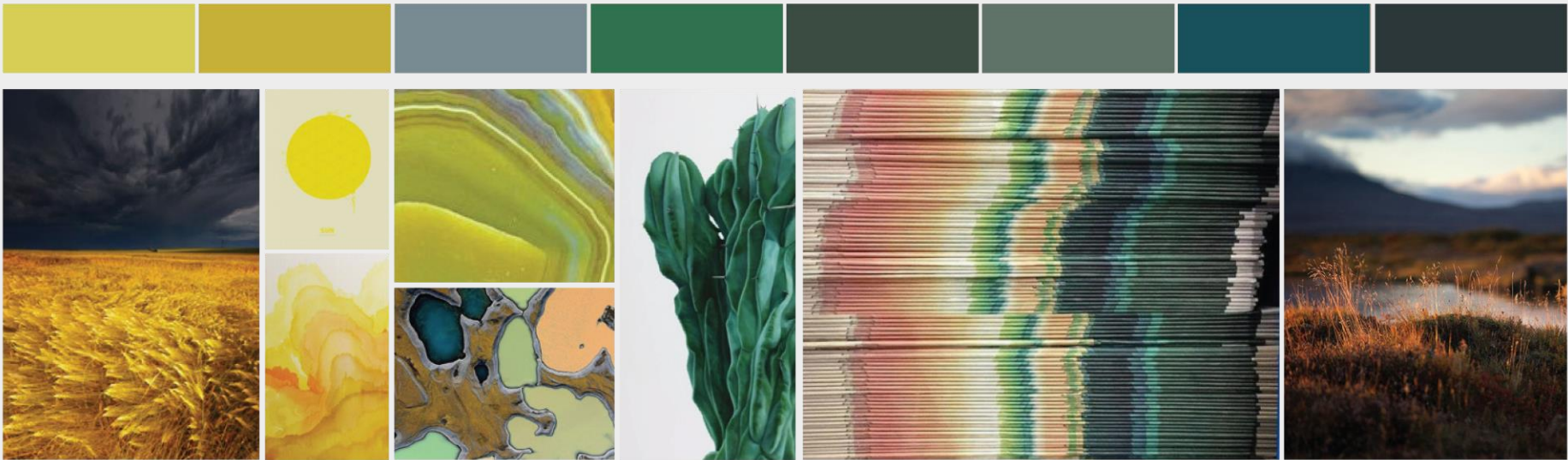


# Holistic Product Design Color and Graphics

COLOR TRENDS / MACRO COLOR TRENDS

RETRO WORKWEAR

Earthy Tones / 60s/70s Color Resurgence / Workwear Khakis



ON PRODUCT EXAMPLES



# Holistic Product Design Color and Graphics

COLOR TRENDS / TR IN-HOUSE 2020.2021

## 2020 COLORS

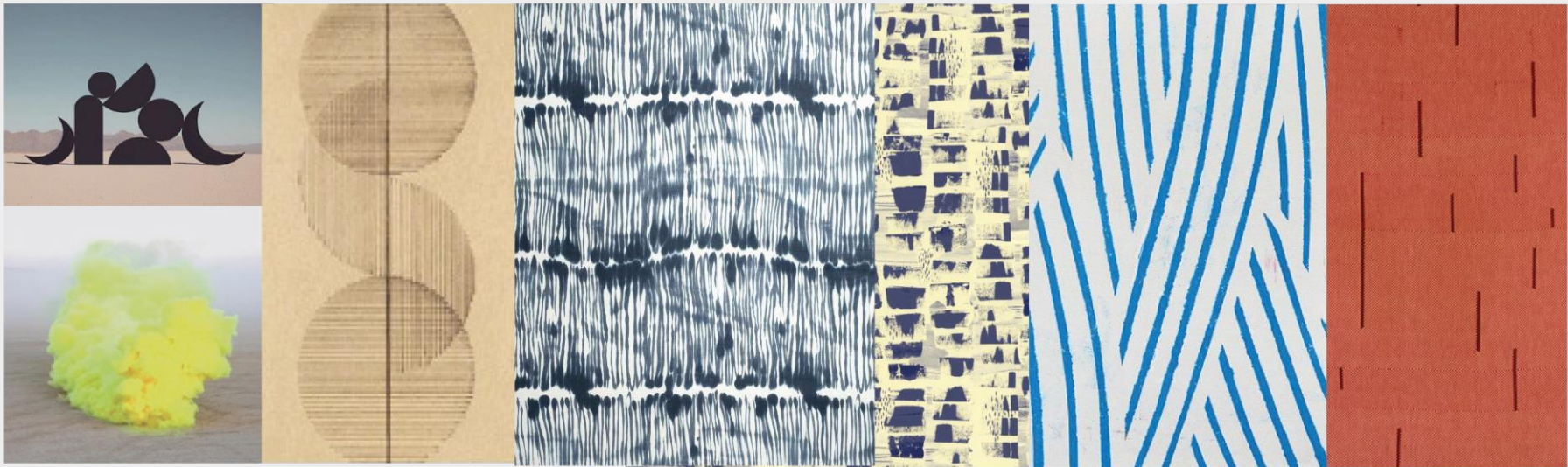




# Holistic Product Design Color and Graphics

GRAPHIC TRENDS / STYLES

MODERN TEXTURE



ON PRODUCT EXAMPLES



# Holistic Product Design Color and Graphics

2020 BLANKET PRINT & COLOR / PRINT AND COLOR ON PRODUCT



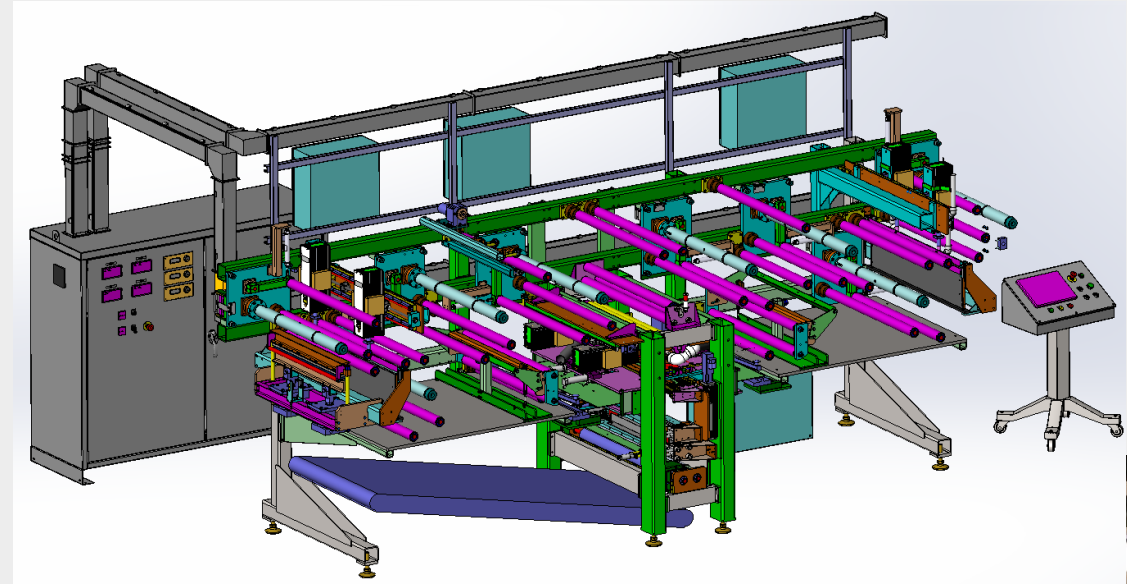


# Holistic Product Design Color and Graphics



# Holistic Product Design

In-house Manufacturing:  
Midleton, Co. Cork, Ireland





## OVERVIEW

---

- 1 Brand LEGACY
- 2 CONSUMER Brand Study
- 3 Single Focus on OUTDOOR SLEEP
- 4 Holistic DESIGN
- 5 **Brand & CONSUMER Navigation**
- 6 PRODUCT Lines Overview





# THERMAREST®

**FAST & LIGHT**



**accomplishing a GOAL**

**TREK & TRAVEL**



**seeking an EXPERIENCE**

**CAMP & COMFORT**



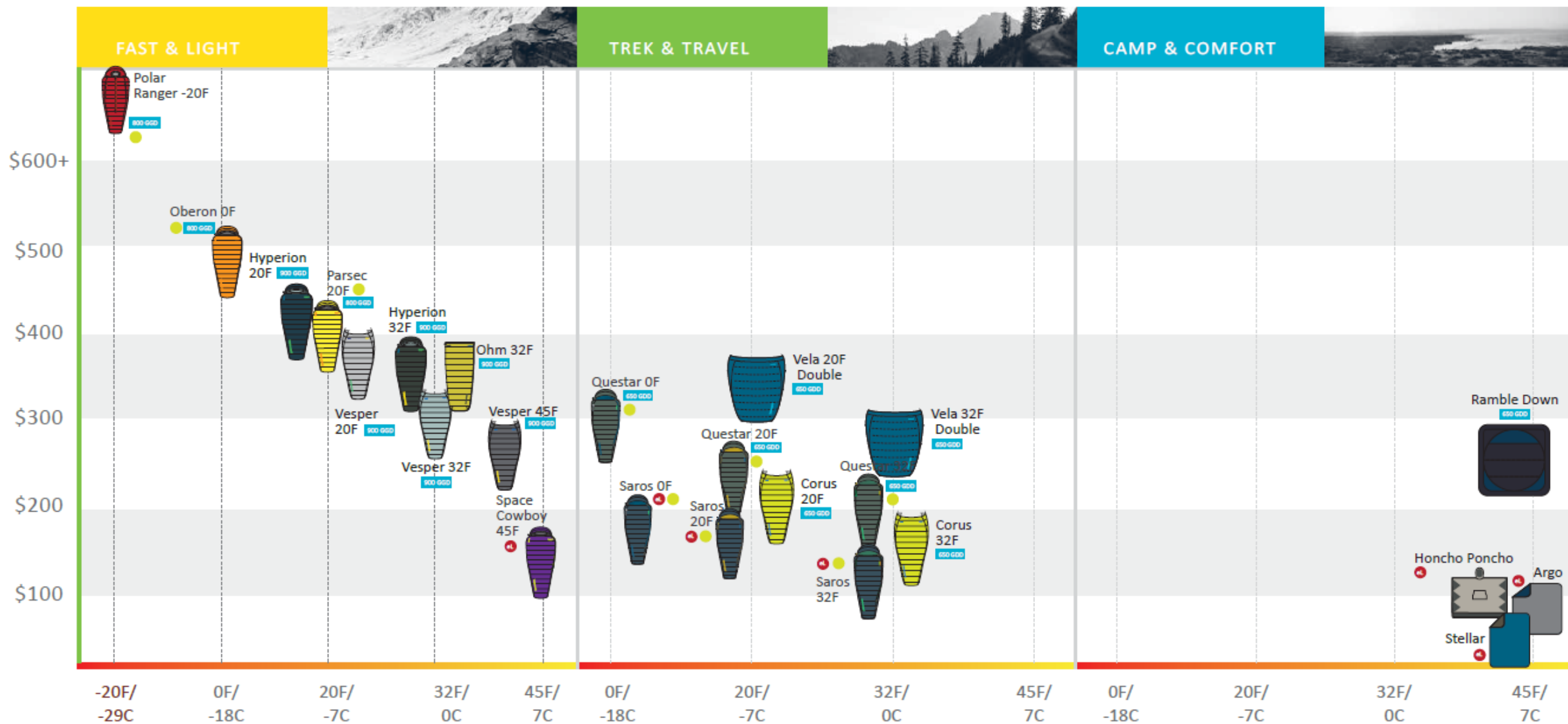
**outdoor comfort of HOME**



FAST & LIGHT				TREK & TRAVEL				CAMP & COMFORT			
BACKcountry Customer				BACKcountry Customer				FRONTcountry Customer			
WEIGHT & COMPACT				COMFORT				COMFORT			
concious				concious				concious			







NEW!  
Product

UPDATED  
Product



900-950 GSD  
800-900 GSD  
600-650 GSD

ereleft

eL



Top-Axis

A man with a full beard is smiling and looking down at a small, light-colored dog he is holding in his arms. He is wearing a green, quilted TheraRest poncho. The background shows a beach with waves in the distance.

Questions?

---

THERMA-REST®



## OVERVIEW

---

- 1 Brand LEGACY
- 2 CONSUMER Brand Study
- 3 Single Focus on OUTDOOR SLEEP
- 4 Holistic DESIGN
- 5 Brand & CONSUMER Navigation
- 6 **PRODUCT Lines Overview**





# THERMAREST®



---

R Value  
Valve Evolution  
Product Line

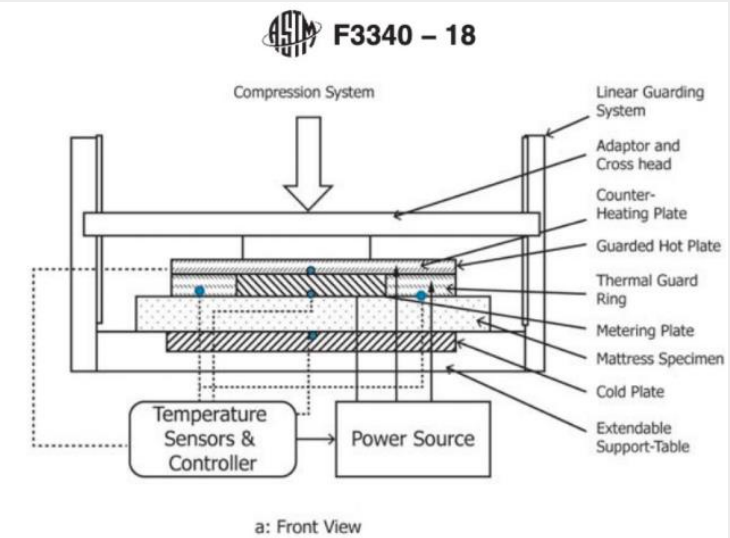
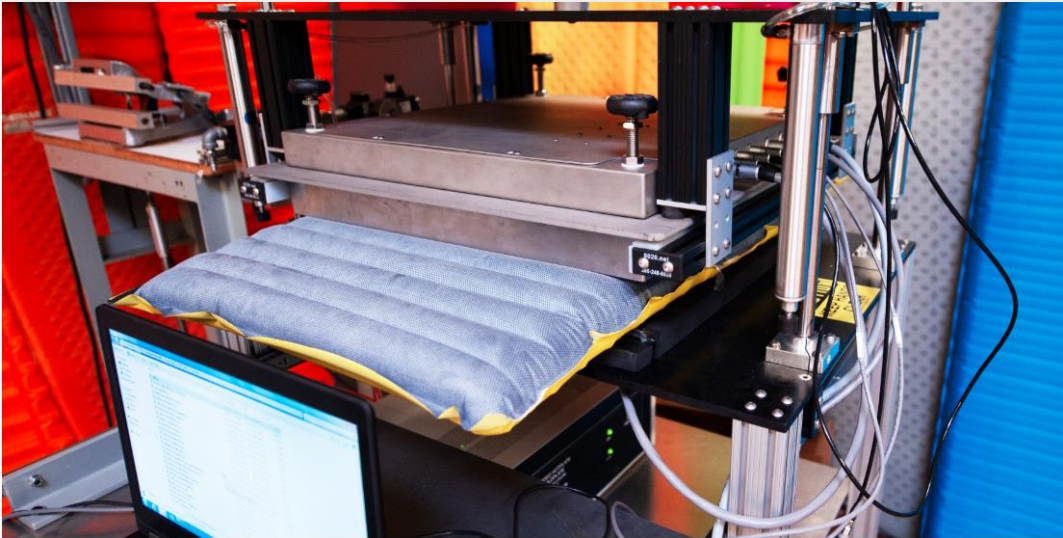






# R-Value and Therm-a-Rest

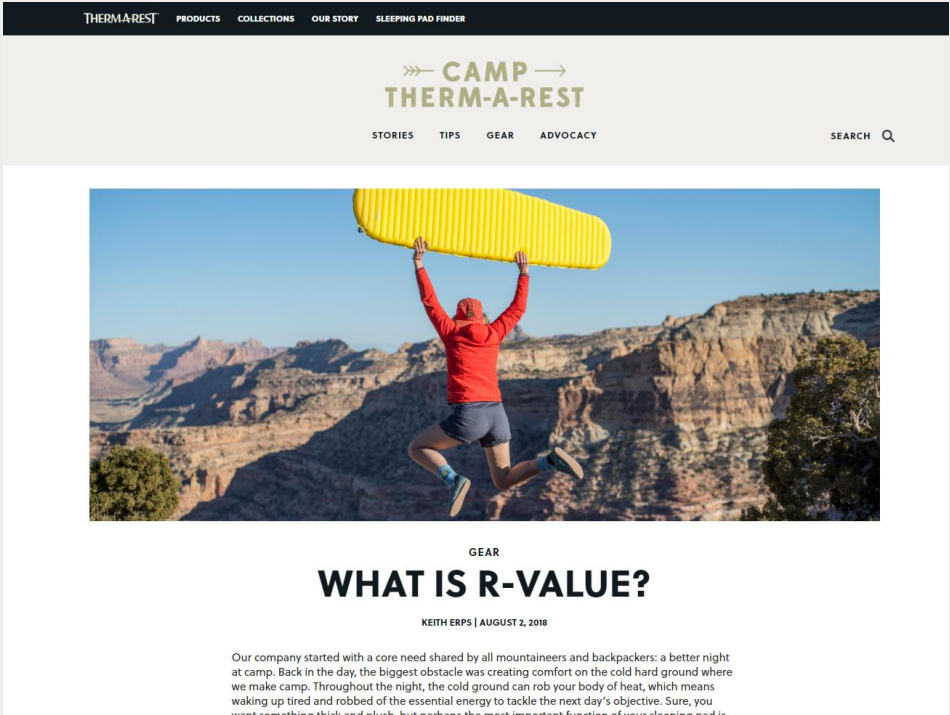
- New R-Value Standard in 2020 allows for valid comparisons between Models/Brands
- Therm-a-Rest began R-Value testing in 1996
- Insulation matters!





# R-Value in the Market

- ThermaRest Blog: a popular site in the market for educating about R-Value
- R-value on packaging does show seasonal icons as a guide







VALVE  
PROVEN  
PERFORMANCE

---

## CREATING A NEW VALVE

### CLASSIC VALVE

30 years of proven performance in all conditions – hot, wet, dirt, cold, elevation, etc.

### FEATURES:

- Easy to use – Twist open/close
- Comfortable for breath inflation
- Simple pressure adjustment
- Off sleep surface & compatible with sheets & quilts
- Extremely durable
  - Reliable O-ring seals
  - Designed to withstand dirt/contaminant ingress
- Replaceable and field serviceable
- Lightweight

# THERMA-REST®

OVER 100 PROTOTYPES.  
MORE THAN 500 NIGHTS IN THE FIELD.  
COUNTLESS TESTS IN THE LAB.  
A COMMITMENT TO THE BEST.

## ALL-NEW VALVES



- Includes all benefits of the classic valve
- Faster & Easier inflation/deflation
- Accessories for inflation
- Pump sack included with all air sleeping pads



## New Valves



### WingLock™ Valve

Medium Air Volume  
Sleeping Pads

1 – 3” Thick Pads



### TwinLock™ Valve

High Air Volume  
Sleeping Pads

4” + Thick Pads  
(also on LuxuryMap SI 3” pad)



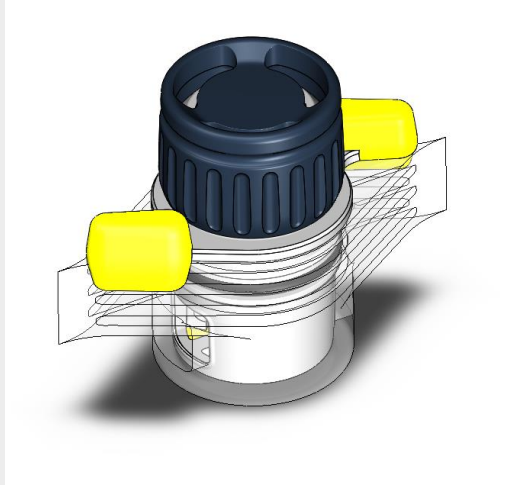
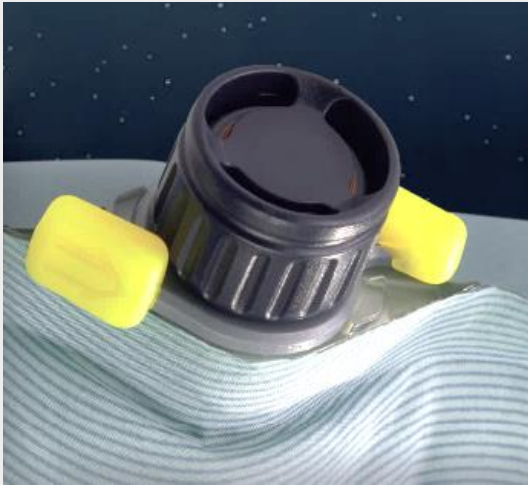
### New Classic Valve

Low Air Volume  
Products

Pillows & Seats

## VALVES

# WingLock™ Valve



NeoAir Topo with  
Yellow WingLock Valve

### Air Flow Improvements

**3x** faster air flow

**2.5x** faster deflate

\*Checked Inflate Position

### Easy to Use

***Best in market...***

Twist operation with Single Hand

Comfortable Mouth Inflation

Inflation accessories simply snap onto valve

### Max Sleep Surface Area

Valve **completely off sleep surface** and in seam

**Rugged Design** **Guarded Seals** for long life  
**Proven O-ring Seal**  
Replaceable/Repairable



## VALVES

# TwinLock™ Valve System



### Air Flow Improvements

**3x** faster inflate, **5x** faster deflate  
Checked Inflate and Checked Deflate

### Easy to Use

#### **Best in market...**

- Twist operation with Single Hand
- Comfortable Mouth Inflation
- Inflation accessories simply snap onto valve

### Max Sleep Surface Area

Valve **completely off sleep** and in seam or edge of pad

### Rugged Design

**Proven O-ring Seal**  
**Replaceable/Repairable** – will need to be serviced at approved repair facility



*NeoAir Topo Luxe with  
TwinLock Valve System*

## VALVES

# Classic Valve



## UPDATED DESIGN:

- Cap ID:
- Same Performance:
- Tried and True:
- Repair/Replace:

Ties Valve into whole product line  
No functional changes  
30 years in the Field  
Valve can be repair/replaced  
New Valve is compatible with Current Valve



## VALVES

# INCLUDED PUMP SACK

Comes with all Air Mattresses and MondoKings

## SPECS

- Size: 20L, 30L
- Weight: 4, 5 oz

## FEATURES

- Port Snap-fits onto Valve
- Water-Resistant Fabric



# BLOCKERLITE PUMP SACK

## SPECS

- Size: 20L
- Weight: 2.7 oz

## FEATURES

- Port Snap-fits onto Valve
- Doubles as Dry Sack
- SealLine Blocker construction:
  - ✓ Waterproof
  - ✓ Durable, welded seams
  - ✓ Ultra-lightweight materials

- \$39.95



## VALVE ACCESSORIES

# NEOAIR MICRO PUMP

## SPECS

- Weight: *2.35 oz with alkaline batteries*
- Power: 2 AAA Batteries
- Battery Life: 25 fills (ex: XLite Reg)

## FEATURES

- Snap-fit to Winglock & Twinlock In Valves
- Higher Performance
- Deflation mode for Winglock Air pads
- \$39.95

