



New darker, quieter tent bedrooms are a dream come true for sleep-lovers



Camping is an adventure that can reduce stress, help families bond and let campers reconnect with nature. Days spent exploring the coast or countryside, breathing in fresh air and playing outside enable families to completely relax and recharge their batteries. There really is no better way to get away from it all and enjoy the great outdoors together. But to make the most of their break, campers need to wake up rested.

A good night's sleep is essential. As avid campers, the team at Outwell understands this perfectly. So they're constantly innovating to ensure their tents provide the ideal environment for campers to drift off, sleep deeper and wake up refreshed. The outstanding Outwell 2020 collection showcases their best bedrooms yet.

Every tent in the 2020 collection features the new Dark Innings as standard in the bedrooms. These are the stuff of camping dreams. A black out canvas that keeps bedrooms dark and cosy throughout the night, even after the sun comes up. Campers can sleep longer and wake happier, without being woken by a 4.30am sunrise. Brilliant for parents, even better for kids, the Dark Innings mean the day starts when families want it to and not hours earlier than anticipated.

Add to this the all-new patent-pending Outwell Quick & Quiet Inner Door and campers have everything they need for a great night's sleep. These smart doors replace noisy zippers with a soundless magnetic seal. This offers easy and noise-free access to the bedrooms so parents can check on the kids without waking them. They are also great for early risers who want to get up and explore without disturbing the rest of the family.

Exceptionally easy to use, there's no fumbling for zips as the door can be opened with one hand at any point and the silent seal also cuts out light coming into the bedroom. For added flexibility, each door is backed with a zip for a double seal when needed.

Having tested the new system with experienced Outwell campers, the feedback is clear:

"Genius! I was impressed with how well the opening seals with the magnets as I expected quite big gaps at the top and bottom," said keen camper, Karen Murphy.

With the customers' vote of approval, Outwell's 2020 collection has all ingredients for a better night's sleep so families can sleep better and wake happier under canvas with Outwell.

Notes to editors

- Outwell Dark Inners are available on every tent in the 2020 collection.
- Quick & Quiet is available on the tents from the following Outwell collections: Prime Air, Superior Air, Imperial Air, and Premium collection.

Background

The Outwell story begins in 1995, when CEO Henrik Arens saw a gap in the market and massive potential in offering high-quality family tents and family camping equipment at reasonable prices. Outwell initially comprised a small collection of innovative and thoroughly tried-and-tested tents and a compact range of accessories to cover the needs of campers as they enjoyed the outdoor life on camp sites across Europe. The concept was successful from the outset. The idea that you could buy everything for family camping from a single brand appealed strongly to retailers and end-users alike. They were also secure in the knowledge that these high-quality products had clever features which made it even easier to create something intrinsic to successful camping: those unforgettable moments!

Since spring 1995, Outwell has never looked back. Outwell is now the leading family camping brand and it is sold in more than 45 countries.

Innovation and product quality are given highest priority and we have state-of-the-art rain and wind testing equipment. Our tent collection comprises more than 60 different tents and our range of accessories now includes about 700 products, so we are now a real one-stop shopping brand for every family dreaming of relaxing and unforgettable camping holidays.

Find out more at www.oase-outdoors.dk/en-gb/about-us/history

Images

High-resolution and web images for use with this press release can be downloaded from Dropbox using the following link <https://bit.ly/2uyavne> The usual Oase Outdoors ApS copyright applies.

The attached images are:

- Bedroom in Outwell tent
- Outwell Quick & Quiet Inner Doors
- Bedroom with Dark Inner and Convertible Junior Sleeping Bag

- Dash 5 tent from Encounter Collection

Outwell is a registered trademark For more information or images, please contact press coordinator Sara Rosenkilde, srk@oase-outdoors.dk, phone: +45 53 56 20 21.