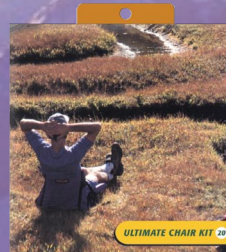


THERM-A-REST

THERM-A-REST



CAMP GEAR

Variable camping gear solutions for the ultimate in outdoor comfort. Accessoires camping: solutions pour le final dans le confort est.



THERM-A-REST

Converts any 20" full-length Therm-a-Rest mattress into a comfortable camp chair.

Convertit n'importe quel matelas 51cm int. en chaise de Therm-a-Rest en chaise de camp confortable.

EASY TO USE: Simply unclip buckles to go from sitting to sleeping position.

FACILE À EMPLOYER: Simplement l'ajuster buckle pour aller de la position de repos à la position de sommeil.

COMFORTABLE: Soft, insulate matelasse confort.

COMFORTABLE: Le matelas en matelasse de confort de sommeil.



FOLDED DIMENSIONS / DIMENSIONS PLIÉ	WEIGHT / POIDS
5.25" x 14.57" x 10.6" x 10.6"	10.05 / 2.26kg

Therm-a-Rest worked with GIRVIN on the development of a new positioning, identity program and packaging for their entire product line and corporate presentation framing in the outdoor marketing arena. Using the trademark BrandQuest® facilitated workshop tools, we camped out together to listen, explore, learn and redefine an attitude in marketing shift.

Our team worked closely with the leadership and marketing teams at Therm-a-Rest to build a new messaging framework, as well as product strategies and outcomes. The identity strategy and design was expressed in all media, packaging and product marketing.