

OUTWELL IMPERIAL AIR INFLATABLE FAMILY TENTS THE NATURAL CHOICE FOR DISCERNING CAMPERS



The new Outwell Imperial Air Collection of inflatable tents provides the ultimate family camping experience by combining the award-winning Scandinavian brand's quality, innovative features with its superlative Outtex Airtech polycotton. The resultant four tents epitomise luxurious home-from-home comfort, safety and style that is the perfect match to the latest Outwell PANORAMA concept that has a holistic influence on its 2019 designs.

Outwell PANORAMA brings the Inside Out philosophy to family camping through design changes that reflect the growing desire for close contact with nature from the comforts of home. Outwell Imperial tents have huge versatile living and sleeping space that can be opened to your surroundings to free the spirit while you enjoy outdoor life to the full. It effects every aspect of tent design and requires the seamless integration of many factors to create that ideal ambience where space, light and performance are optimised to suit life's natural rhythm.

The concept influences the Imperial Air Collection's large versatile doors, huge tinted windows, warm roof colours, and opulent, spacious Premier bedrooms and more to create the best Outwell camping experience ever. This includes the Outwell 360° Access System to the inners for different opening options, including the ability to fold the inner door neatly away into a pocket to create huge hazard-free access and extend inner space into the living area and beyond. Four zip-sliders allow the inner door to fold down veranda-style to engage with the open tent front for an open-air sleeping experience with privacy.

The use of Outtex Airtech in the Imperial Air Collection brings a new dimension to the PANORAMA concept for the tight weave of natural cotton with top grade polyester creates a microclimate within the tent. This ensures the tent remains cool in hot weather and retains heat as temperatures fall. The close weave with its Durable Water Repellent treatment has a high resistance to rain penetration while preventing the formation of condensation by allowing water vapour to escape. The light-toned roof panel that flows around the main entrance, not only enhances looks but adds to the warm, cheerful internal ambience created by the Airtech material. This heightens senses to cement those happy outdoor family memories through comforting sight and smell.



Imperial Air tents use the Outwell Rigid Air System – physically the most undemanding and simplest Outwell air technology to use. It comprises individual tubes that are inflated and deflated separately via easy-access external valves, using the supplied high-capacity hand pump – or an optional Outwell electric pump for stress-free pitching. The tent's aerodynamic properties ensure weather-beating performance that has been tested in house to Storm Force 10 on the Beaufort Scale.



Vital correct pitching is ensured by the Outwell Easy Pegging System that helps rapidly locate the correct peg for each pegging area. And Imperial Air tents feature the Outwell Floating Guyline System – the eye-catching method to reduce the risk of tripping, speed up pitching time and make tensioning easier by using a single luminous guyline to connect two upper guylines to the peg.

Hazard-free access is provided by the Easy Access System that drops the groundsheet to the ground at the D-shape doors that can be safely tucked and folded to one side with the corresponding mesh panels.

Inside air flow is supplied by the Rear Ventilation System and cowl-protected side mesh ventilation panels to assist the natural performance of the Airtech fabric. To improve views out, the side vents have been repositioned to sit at the bottom of the tinted windows that protect from the sun's UV light and glare as well as offering a high degree of privacy enhanced by toggle-up curtains.

Imperial Air tents feature Premier bedrooms, darkened to reduce light for a good night's sleep. The bedrooms provide more than normal space for easier use and the provision of a cable port means the electric hook-up can be used to power home comforts like lights, tablets and more from the bedside.

The Collection comprises Rock Lake 3ATC and 5ATC (pictured top right) that sleep three and five respectively in a two-zone tunnel format that features a deep porch over the main door. The Stone Lake 5ATC and 7ATC (pictured above left) sleep five and seven respectively, with the 7SA featuring the 2x3x2 bedroom configuration appreciated by parents who desire a larger middle bedroom between their children. Stone Lake tents have three zones, including a huge integrated porch at the front.

Model-dependent optional extras include a multi-pocket Universal Tent Organiser and a Universal Extension to provide protected outdoor living. Footprints and carpets provide extra protection, comfort and easy maintenance.

For further details, including prices and the location of your nearest retailer, visit outwell.com

ENDS (776 words)

Editor's notes

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Brand website outwell.com

RRP: Rock Lake 3ATC £1,249.99; Rock Lake 5ATC £1,559.99; Stone Lake 5ATC £1,749.99; Stone Lake 7ATC £2,249.99

Imperial Air features include:

Outwell Rigid Air System – This air tube category features individual air tubes inflated separately for easy pitching.

Aerodynamic Storm Protection – The aerodynamic shape of the tent ensures a stable pitch. Wind tested against the Beaufort Scale to storm Force 10.

Outwell Easy Access System with Mesh – Main doors and corresponding mesh panels fold to one side and the groundsheet lies flush to the ground for safe, easy access.

Outwell Easy Pegging System – This is the proven way to ensure the right pegs are used for the right job. Simple, but highly effective, three types of pegs are used to anchor specific areas of the tent.

Outwell Floating Guyline System – A single luminous guyline connects two upper guylines to the peg reducing the risk of tripping, speeding up pitching time and making tensioning easier.

Outwell Sealed Ground System – The full groundsheet is sealed to the outer to keep out water, draughts and insects.

Tinted Windows – Special coating protects against the sun's glare and provides privacy while maintaining great views out.

Rear Ventilation System – The latest sleek profile rear ventilation system for enhanced airflow and easy adjustment.

Outwell Sleep Comfort Rating – To aid market comparison we quote the number of people that an Outwell bedroom can sleep as stated by the industry standard. However, we also quote our own Sleep Comfort rating to recommend the number of campers that it can sleep comfortably.

Outwell Premier Bedroom with 360° Access System – Campers have long complained that the minimum tent bedroom size of 200cm long x 60cm wide as laid down by the official standard DIN 112-02-01 AA was just too small. While Outwell complied with the standard to assist campers compare products, the brand also acknowledged that more space in the bedroom was needed and for years has suggested, through its Outwell Sleep Comfort icon, a realistic number of campers an inner could accommodate based on 70cm-80cm per person. As part of ongoing evolution, we introduce the Premier bedroom that offers generous floor space and, as part of the PANORAMA ethos below, featuring a versatile door system that can be opened in many ways to enhance comfort. The dark finish reduces light entering the bedroom to ensure a good night's sleep while cable entry brings power to the bedside.

Outwell PANORAMA

Over the years, the holistic Inside Out architectural approach has had a profound effect on house style as more people recognise the benefits of integrating the built and natural environments. Often this takes the form of huge glass exterior walls that roll back to seamlessly merge views and garden with interior open plan living. It provides versatile space in which to live and breathe in all weathers...

Outwell PANORAMA brings this philosophy to family camping through design changes that reflect the growing desire for close contact with nature from the comforts of home. We have called on our Scandinavian design heritage to create huge versatile living and sleeping space that can be opened to your surroundings to free the spirit while you enjoy outdoor life to the full in comfort, safety and style.

Outwell PANORAMA effects every aspect of tent design and our holistic approach calls on the seamless integration of many factors to create that ideal ambience where space, light and performance are optimised to suit life's natural rhythm. Large versatile tent openings, huge tinted windows, warm roof colours, and opulent, spacious Ambassador Master and Premier bedrooms – all are embraced by Outwell PANORAMA to create the best Outwell camping experience ever.

Outwell PANORAMA includes our 360° Access System to inners for different opening options, including some not normally found in today's family tents. A single zip allows the inner door to fold neatly away into a pocket to create huge hazard-free access and extend inner space into the living area and beyond. Four zip-sliders allow the inner door to fold down veranda-style to engage with the open tent front for an open-air sleeping experience with privacy.

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