

OUTWELL DREAMBOAT MATS PROVIDE UNIQUE TEMPERATURE CONTROL



Sleep comfort and versatility are key elements in the new Outwell Dreamboat range of luxury self-inflating mats (SIMs). The award-winning Scandinavian brand has developed an ingenious method to regulate insulation between that needed on warm summer nights and the extra required for use when temperatures fall.

Heat regulation is achieved through offset air core sculpting which enables greater or less body heat retention depending on which mat side is slept on – a real performance boost when

needed. This air core design with extra-large cavities also offers campers a softer sleep sensation as well as better ease of packing, lower weight and neater packed size.

The new Dreamboat design has been recognised by the prestigious OutDoor Industry Awards. This high achievement came when the 2018 independent panel of judges chose the Outwell Dreamboat self-inflating mat for innovation and functionality in the field of nearly 250 products. The judges praised the Dreamboat, saying: “We really like this self-inflating comfortable mat for campers. It offers good heat retention and you can have two levels of insulation if you want by simply turning the mat over.”

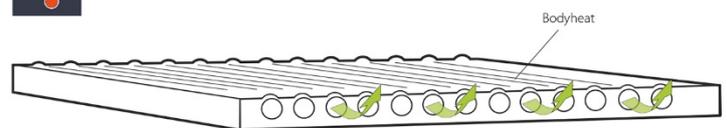
The single and double Dreamboat SIMs are available in 7.5cm and 12cm thickness options (12cm models pictured below left) and use tough, stretch polyester with soft-on-skin technology, with 3D shape and deep profile for ultimate comfort and excellent support.



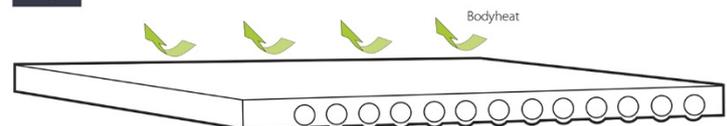
Dual function summer/winter



When the foam / mat is turned with the air-cores next to the body excessive body heat can escape making it easier to cool down during warm summer nights.



If the mat is turned opposite it gives the user the optimal insulation as the bodyheat is reflected by the foam. This option is used in colder nights.



Dreamboat SIMs also feature other Outwell innovations to enhance use. These include two unique Outwell twin Air Flow Control Valves (pictured below right) to address slow inflation/deflation speeds, the difficulties experienced folding away bulkier SIMs and complicated fine-tuning firmness to suit individual preferences. This durable, reliable valve design is easy and positive to operate through three positions: one-way open inflation; closed with the facility to blow in more air if required; and open with non-return facility for rapid deflation and simple stress-free packing away.

Like all Outwell SIMs, except Sleepin, the Dreamboat range also carries an R-value to aid the campers in their purchasing decision. This is a standard measure of a material's thermal resistance and the higher its R-Value then the better insulation it provides. The R-value for Outwell Self Inflating Mats has been obtained by an independent test company that has developed a method to obtain an accurate rating as a comparison guide between products. Outwell Sims regularly outperform similar products on the market.



All Dreamboat SIMs are supplied in a fast fit carrybag with shoulder strap for convenience.

For further information about Outwell products and features, including prices and to find your nearest dealer, visit [outwell.com](https://www.outwell.com)

ENDS (420 words)

Editor's notes

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Brand website [outwell.com](https://www.outwell.com)

RRP: Dreamboat Single 7.5cm £169.99; Dreamboat Single 12.0cm £209.99; Dreamboat Double 7.5cm £274.99; Dreamboat Double 12.0cm £1324.99

Summer/winter R-value and minimum temperature:

Dreamboat Single and Double 7.5cm 2.7, -2°C/3.5 -8°C

Dreamboat Single and Double 12cm 2.8 -3°C/4.7 -16°C

The OutDoor INDUSTRY AWARD is Europe's leading international design awards for companies in the outdoor industry. New and innovative products are assessed and awarded by an independent panel of expert judges. Due to its transparent evaluation process, the award provides independent confirmation of a product's high-level of innovation, functionality, quality and/or sustainability. In addition, it functions as an influential decision-making aid for consumers when making a purchase.

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