



## Outwell celebrates 25 years of innovative happy camping

Outwell is widely recognised as being in the vanguard of innovation and has a much-envied reputation for first-in-the-field designs and features that enrich a family camper's outdoor life. While many features have now been adopted as standard by the industry, others are patented and can only be found on an Outwell tent.

- 1995** Outwell enters the family camping market to design and supply superior quality products at an affordable price.
- 1998** Introduction of the iconic Outwell luminous guylines to prevent trip hazards.
- 2005** Outwell Sewn-in Ground System keeps draughts, water and insects out of the tent.
- 2007** Carpets and Footprints bring underfoot comfort, protection and ease of maintenance.
- 2009** The extension concept is launched, followed a year later by a range of awnings.
- 2011** The patented Outwell Wind Stabiliser System brings market leading stability in high winds.
- 2011** Easy Pegging System ensures quick and correct pitching to enhance stability.
- 2012** Tinted windows cut out the sun's glare and harmful UV-light while providing privacy.
- 2013** Outwell One-go Inflation Technology simplifies pitching an inflatable tent.
- 2016** Master bedrooms provide a new level of sleep comfort by enhancing space and features.
- 2017** The Rear Ventilation System offers versatile easily-accessible zip-control to tailor air flow.
- 2020** Quick & Quiet Inver doors allow easy, quiet access that doesn't disturb at night.

This year marks 25 years since Outwell burst onto the camping scene, innovating family tenting holidays and bringing home from home comfort to the campsite like never before. It's been an amazing quarter of a century for the award-winning Danish company. From humble beginnings, Outwell has grown into an international leader in the field of camping, receiving accolades for outstanding products year after year.

Drawing upon their Scandinavian heritage, Outwell has always understood the importance of great design. As avid campers themselves, they are passionate about creating the best, inventive products that help make the great outdoors even better.

Family is at the heart of the company ethos. To pass the Outwell test, products must enhance family holidays and make camping easier, comfier and hassle-free. For this to happen, innovation is key.

Over the years, the company has set new standards for camping that push boundaries and exceed expectations. Back in 1998, Outwell was the first in the industry to launch luminous guylines. These clever guylines don't just secure the tent they also reduce trip hazards as they're much easier to spot, even in the dark.

Outwell Sewn-in Ground Systems were introduced in 2005, instantly making tent pitching easier and faster. Campers no longer needed a separate groundsheet, they now had one sewn-

in to their tent. This not only helped with set up, it also offered maximum protection from the elements, dirt and insects, keeping tents safe, dry and bug-free.

Outwell was the first company to feature tinted windows on their family tents as standard. These work to cut out sun glare and provide UV protection, while also offering privacy inside the tent. While the patented Wind Stabilizer System has been a game changer for all-weather camping holidays. This cutting edge tech keeps tents stable and secure, whatever the conditions outside. So campers get peace of mind even on the windiest days.

Add to this Outwell's signature spacious rooms and you have the foundations for happier holidays under canvas and for creating memories that last a lifetime. So it's not surprising that Outwell tents and camping equipment win Owner Satisfaction and Editors Choice awards every year.

"If people feel comfortable and happy in their tents, they'll get more out of their camping holidays and this shows in customer satisfaction," said Lotte Simonsen, R&D Director at Outwell.

Customer satisfaction has always been a driving force at Outwell and they're excited to launch their next generation 2020 collection. This outstanding range of tents and equipment will delight customers and is the perfect way to celebrate 25 years of happy camping.

Inventions like the all-new patent-pending Quick & Quiet inner doors have been developed with families in mind. These offer 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.

Families will also love the new Dark Inners, which block out even more light in the bedrooms so campers can sleep better and wake happier. It's just the thing for a great night's sleep under canvas.

Tent size is always important to campers and this year there's more flexible space with the handy new Wing Lounge. This quickly adds extra room to the living area for playing, cooking, eating or relaxing. So families can really stretch out.

In addition to these brilliant new innovations, the 2020 collection has all the special, high tech features customers expect from an Outwell tent. High durability, amazing quality, all-weather protection, standing height ceilings and a choice of sizes give families everything they need for happy holidays. Making an Outwell tent a fantastic investment for many years to come.

This pioneering new Outwell tent collection will be transforming camping experiences in 2020 and beyond. So let's get back to nature and explore the great outdoors! Because with Outwell, campers really can relax and enjoy their time outside.

## **Notes to editors**

- Outwell was launched in 1995 and is one of the leading camping equipment manufacturer and supplier in the world.
- To find out more about Outwell and view the 2020 collection, please visit [www.outwell.com](http://www.outwell.com)
- Outwell awards include Winner Best Traditional Poled Tent 2019 and Winner Best Mainstream Tent 2019 at the Owner Satisfaction Awards. To view a list of Outwell's latest awards, please visit <https://www.outwell.com/en-gb/outwell-academy/awards>

- Read more about Outwell Innovations: <https://www.outwell.com/en-gb/outwell-academy/about-outwell/outwell-innovation>
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25  
Years

1995-2020

Outwell celebrates 25 years of creating, manufacturing and providing innovative family camping equipment that exceeds expectations to enhance the camper's enjoyment of the outdoors and provide a foundation upon which to build happy holiday memories.

For more information visit [www.outwell.com](http://www.outwell.com)

## 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](http://www.oase-outdoors.dk/en-gb/about-us/history)

## Images

The high resolution images for use with this press release can be downloaded from Dropbox using the following link <https://bit.ly/38Brhkb>. The usual Oase Outdoors ApS copyright applies.

The attached images are:

1. Outwell Innovation time line
2. The all-new Airville 6SA from the Outwell Superior Air Collection
3. Outwell Parkdale 6PA from Prime Air Collection