

## NEW OUTWELL BIRCH RANGE EXTENDS CHOICE OF MUMMY SLEEPING BAGS



We all know a great night's sleep ensures happy campers so Scandinavian family camping specialist, Outwell, has introduced a new mummy-style sleeping bag to cater for campers wanting a snug haven for all-season camping. The PFC-free Birch sleeping bag collection brings even more choice to ensure night-time comfort no matter when or where the family camping adventure.

The Birch (pictured left), Birch Lux (pictured below right) and Birch Supreme (pictured below left) offer three insulation weights in an Outwell mummy profile carefully chosen to balance comfort with performance to ensure a good night's sleep. Length and width are larger than the norm for such sleeping bags to allow freedom of movement and the classic mummy shape ensures a

snug fit to help retain heat, enhanced by a generous hood, plus shoulder and zip baffles.

Outwell uses its time proven Isofill polyester insulation to ensure efficient heat retention and has carefully chosen fabrics that provide next to skin comfort. Temperature control is easily regulated on a warm night by the two-way L-shaped side zip that can be opened to allow feet to cool or fully unzipped to create a duvet. The easy glide zip ensures trouble free operation.

Birch sleeping bags feature a convenient removable pillow and a cap compression sack.



Smaller campers are not forgotten and for 2022 Outwell offers a junior version of its popular Pine sleeping bags launched in 2021. The Pine Junior (pictured bottom right) is a scaled down 160cm version of the adult-size sleeping bag but still packs a performance punch for use during the camping season. Its classic mummy shape ensures a snug fit whilst heat retention can be adjusted easily via the side zip. With its cosy Isofill insulation and a super soft fabric stitched with a clear Outwell signature pattern, its style matches the performance.

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

ENDS (315 words)



## Editor's notes

*The high-resolution and web images for use with this press release can be downloaded using the following link <https://bit.ly/3lgFeM9> The usual Oase Outdoors ApS copyright applies.*

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

Sleeping bags [outwell.com/en-gb/ecommerce/sleeping](https://outwell.com/en-gb/ecommerce/sleeping)

Birch [outwell.com/en-gb/ecommerce/sleeping?collection=Birch](https://outwell.com/en-gb/ecommerce/sleeping?collection=Birch)

Pine Junior [outwell.com/en-gb/ecommerce/sleeping/pine-junior](https://outwell.com/en-gb/ecommerce/sleeping/pine-junior)

**RRP:** Birch £59.99; Birch Lux £67.00; Birch Supreme £73.00; Pine Junior £41.99

**Temperature and season ratings** - To determine temperature limits of the above sleeping bags objectively, the European Standard EN ISO 23537-1:2016 on requirements for sleeping bags specifies the use of a computer-controlled thermal manikin similar in shape and size to the human body. A sleeping bag containing a manikin is placed inside a temperature-controlled climate chamber and tested in accordance with a prescribed procedure to determine the thermal insulation properties of the bag. Recommended temperature limits are based on the insulation properties measured and on knowledge of how the human body reacts to thermal conditions during sleep. (All double bags are tested with one manikin only and therefore the temperatures are most likely to be different from the one stated if two people are using the bags).

On each of our sleeping bags we quote the recommended temperature ratings for the following:

**Tcomfort** – lower comfort limit in standard use (woman)

**Tlimit** – lower limit when curled up in standard use (man)

**Textreme** – lowest extreme temperature for survival (woman)

**Birch** Tcomfort rating 6°C, Tlimit 1°C, Textreme -14°C

**Birch Lux** Tcomfort rating 3°C, Tlimit -2°C, Textreme -18°C

**Birch Supreme** Tcomfort rating 2°C, Tlimit -3°C, Textreme -20°C

## Insulation fill:

### ISOFILL

Proven Outwell insulation material where every single filament is hollow to capture a greater amount of still, insulating air.

For media assistance please contact our Communications Executive: Clive Garrett

Email: [cga@oase-outdoors.com](mailto:cga@oase-outdoors.com) Tel: 01529 497777 Mobile: 07880 878080