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## **From Camping to Concerts Backseat Hiker Makes Great Companion**

**GIG HARBOR, Wash.** – Equal parts backpack and camp chair, TravelChair's Backseat Hiker spotlights the company's increased emphasis on innovation and quality in its efforts to fight back against cheap knockoffs.

The Backseat Hiker is the first of what company executives anticipate will be a full line of such backpack chair hybrids customized to different end uses. Aimed at outdoor enthusiasts, the Backseat Hiker features such hallmark industry features as ergonomic design, hydration system compatibility, and sturdy but lightweight materials.

The daypack-sized panel-loading backpack looks and acts like a standard backpack, touting sternum straps, hip straps, padded shoulder straps and a padded lumbar area at the base of the pack for added comfort. The resemblance ends by easily deploying the camp chair which opens in one smooth, scissors-like motion. On the side of the chair, campers will find a handy net pocket to hold utility knives, sunglasses and other campfire-side goodies. The 27-liter pack, sporting an aluminum frame and 600 denier polyester fabric, weighs in at under five pounds; MSRP is \$89.99.

TravelChair's award-winning design consultant, Joe Napurano, said the same principles of design that went into the Backseat Hiker carry throughout the company's entire product line. "In addition to good, organic design and materials, we really want to bring a lot of style, culture and trend influences to TravelChair," Napurano said. "The name of the company is really what it's all about, so the products need to be obvious."

Sales manager Daniel Roso explained that the campaign to combat knockoffs started one year ago when TravelChair embarked on an across-the-board facelift of its core best-selling products. The facelift included new technical fabrics, colors, moldings and feet bumpers which first debuted on the Easy Rider Model 589V. Since then, the same principles have been applied to TravelChair's complete line of nearly two dozen chairs and tables designed to travel well from backyard to beach, RV park to backcountry.

***About TravelChair:***

*TravelChair started the whole quad folding furniture genre in 1984. Since then, TravelChair's dedication to quality materials and innovative design has resulted in sales of more than 2.5 million chairs. To learn more about the company and see the full line of TravelChair products, visit [www.TravelChair.com](http://www.TravelChair.com).*