



Media Contact:
TravelChair
Daniel Roso
253 851 7519
daniel@travelchair.com

Innovation Takes Front Line as TravelChair Battles Knockoffs

GIG HARBOR, Wash. – New products from TravelChair, the leading designer and manufacturer of folding camp furniture, highlight the company's increased emphasis on innovation and quality in its effort fight back against cheap knockoffs that have been eroding sales across the American manufacturing sector.

TravelChair sales manager Daniel Roso explained TravelChair's three-pronged approach to fight back against cheap knockoffs is based on simple sounding principles that knockoff artists ignore. Chief among these is the use of quality, durable materials, innovative design and solid relationships with specialty retailers.

Roso explained that specialty outdoor retailers don't just represent the company's largest sales segment but are integral partners in driving new product development. For example, in the pipeline is a new foldable, height adjustable, lightweight and sturdy, three-legged chair that has myriad applications from camping to hunting, RVing and even home uses.

At the upcoming Outdoor Retailer Summer Market this August in Salt Lake City, retailers will also get their first peak at an innovative new chair that performs double duty as a backpack. The first of what Roso anticipates will be a full line of such backpack chairs, eventually specialized to different end uses, features such outdoor industry hallmark features as ergonomic design, hydration system compatibility, and sturdy but lightweight materials.

Trying to pre-empt further knockoffs, TravelChair is already pursuing patent protection for both of its newest products.

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 parks to backcountry.

Impetus for the product facelift came from Asia. Like other consumer products ranging from fashion handbags to toys, music, movies, car parts, electronics and

even pharmaceuticals, TravelChair execs became increasingly alarmed as sales eroded with the arrival of cheap knockoffs from Asia. TravelChair isn't alone. The knockoff problem is so huge that the US Patent and Trademark Office has labeled knockoffs and counterfeits the "crime of the 21st century." The US Chamber of Commerce estimates knockoffs drain the economy of up to \$250 billion and 750,000 jobs each year.

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.