



Press Release

Sea to Summit

Eco conscious, innovative and durable – new outdoor kit as suitable for festival survival as for the outback

Gadget Shop, the original gadget retailer, is proud to offer the Sea to Summit range of ingenious, well-made, but affordable outdoor equipment to its customers. The range is just as suitable for those trying to survive a festival or the daily commute, as it is for trying to survive a week in the outback. Products combine state-of-the-art materials technology, innovative design and durability.

With its origins in extreme outdoor pursuits, the Australian company has strong eco ethics and is a part of the 'Leave no Trace' initiative, a non-profit organisation dedicated to promoting and inspiring responsible outdoor travel and recreation through education, research and partnerships.

The company takes its name from its founder, who decided to climb Everest from sea level to summit. Without oxygen. Oh, and on his own.

The Gadgetshop stocks the X-Bowl, X-Plate and X-Mug: lightweight utensils manufactured from food-grade flexible silicone that is bisphenol A-free. These collapse flat for compact packing, hold warm or cold liquids, while X-Bowl and X-Plate have a cut resistant base for cutting and chopping. Complementing this is the AlphaLight cutlery, which is built from ultra-light, hard anodised 7075-T6 aircraft alloy and is lighter than Titanium. A Karabiner is included so you can join pieces together or to other products. Once you've finished with these, you'll need to unleash the five litre Kitchen Sink.

Other inspired products include the Pocket Trowel or iPod. This is the strongest, ultra lightweight, compact camp trowel in the world – it is made of a super-strong, light 6066 - T6 aluminium alloy weighing just 100g and has a hard anodized blade to Rockwell C 70. Collapsible, so compact and easy to carry, it has comfortable hollow handle with full-size grip, which is ideal for storing toilet roll or wipes. The iPod is designed to support Leave No Trace practices - so poo with pride! Elsewhere in the range you'll find the Pocket Towel – a 42g, ultrafine woven microfibre towel that absorbs three times its weight in water – and the Pocket Shower – from a tiny, 120g pocket pouch this create a ten litre shower that lasts seven minutes!

X Mug - www.gadgetshop.com/ViewAll/XMug-Orange/EPN400291. **Price £8.99.**

X Bowl - www.gadgetshop.com/ViewAll/X-Bowl-Green/EPN400267. **Price £9.99.**

X Plate - www.gadgetshop.com/OutdoorGadgets/SummerTime/XPlate-Orange/EPN400283. **Price £14.99.**

AlphaLight cutlery - www.gadgetshop.com/ViewAll/Alphalite-Cutlery-Set-3Pc/EPN400317. **Price £14.99.**

Kitchen Sink - www.gadgetshop.com/ViewAll/Kitchen-Sink-5LR/EPN400242. **Price £14.99.**

Pocket Towel - www.gadgetshop.com/ViewAll/Pocket-Towel-Regular/EPN400226. **Price £8.99.**

Pocket Shower - www.gadgetshop.com/ViewAll/Pocket-Shower/EPN400218. **Price £16.99.**

iPod - www.gadgetshop.com/ViewAll/Ipood/EPN400234. **Price £19.99.**

Available from www.gadgetshop.com. Telephone: 0844 800 1965.

About Gadgetshop – the UK's No.1 Gadget Store:

Established in 1991, Gadgetshop is the original gadget retailer. Now part of The Entertainer Group, Gadgetshop has evolved into a highly successful online business through its website www.Gadgetshop.com and mail order services. The Gadgetshop team has one clear mission: to scour

the globe and find the most interesting widgets the world has to offer, thus making Gadgetshop the only website a gadget lover will ever need.