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## News Release

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### Cascade Designs Breathes New Life into PackTowl® Brand

**Seattle, U.S.A.** – Cascade Designs, Inc., the Seattle-based industry leader in the design and manufacture of premier outdoor equipment, is moving the PackTowl line out from under MSR® (Mountain Safety Research) brand in 2012 to stand on its own. The renewal of the PackTowl brand includes a new logo, new packaging and updated product colors and sizes to appeal to a wider market.

“We know—and our dealers know—that PackTowl products are too versatile to be limited to the camping section of the store,” said Jane Mauser, Division Marketing Director for Winter, Gear Protection and Travel at Cascade Designs. “This update is intended to broaden that appeal to include travel and all active lifestyles, leading to increased sales for our dealers.”



Light, packable and highly absorbent PackTowl products have been a mainstay of outdoor enthusiasts for nearly twenty years. The variety of towels offered in the line are easy to bring anywhere, and wring dry in a matter of moments, ready to be used again. The 2012 PackTowl product collection includes:

- **PackTowl Nano™:** The lightest, most compact towel in the line is ideal for those who truly pack light. Made with a smooth fabric that's perfect for drying faces and hands, it absorbs two times its weight in water and is available in two small sizes. An antimicrobial treatment reduces odor-causing bacteria.
- **PackTowl UltraLite:** Soft, absorbent and easy to pack, perfect for fun on-the-fly. Absorbs four times its weight in water and available in small to bath towel sizes.
- **PackTowl Personal:** Exceptionally soft and smooth, ideal for next-to-skin comfort. Absorbs four times its weight in water and available in small to bath towel sizes. An antimicrobial treatment reduces odor-causing bacteria.



- **PackTowl Original:** The original superabsorbent towel is made from a natural, fiber-based fabric that softens with every wash, and only gets better with age. Absorbs ten times its weight in water and available in a variety of sizes.

The new PackTowl line will be available in stores around the world in January 2012.

**About the PackTowl® Brand**

*Seattle-based Cascade Designs, Inc. has been the market leader in towels designed for active use for nearly twenty years, sold under the PackTowl brand. Light, packable and highly absorbent, the variety of PackTowl brand towels are easy to bring anywhere, and wring dry in a matter of moments, ready to be used again. The majority of PackTowl products are assembled in the Seattle, U.S.A. and Cork, Ireland manufacturing facilities.*

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