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Osprey Premieres Digital Packfinder Tool

Monthly Traffic: 67,500

URL: <http://tinyurl.com/zc6nay7>

# **SGB Media** Active Lifestyle Business News

## **Osprey Premieres Digital Packfinder Tool**

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Osprey Packs premiered its online Packfinder digital tool to consumers, which guides a purchaser through the step-by-step journey of finding the perfect pack for the intended activity. Packfinder follows Osprey's recent redesign of its mobile-friendly website.

"We wanted our new Packfinder™ tool to save time and simplify the often complicated search for the perfect pack, regardless of experience or familiarity with our products," said Kurt Metternick, Osprey Packs web manager.

Using Packfinder, a customer answers several simple questions including among others: the primary activity the pack will be used for, trip length, desired features and price range. The Packfinder then determines the best Osprey product solution and creates a report card explaining the selection. From there, the viewer can continue to the recommended product page with newly enhanced 360-degree product views and video. If the customer is ready to purchase, Osprey's new and improved dealer locator will find the product at a nearby dealer or online.

To test out Osprey's new Packfinder [here](#).

**JAM COLLECTIVE**