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Industry News

Osprey Redefines Expectations with Radical Updates to Best Selling Atmos and Aura Series for SS12
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Osprey Packs, Inc. – a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear – is updating two of its groundbreaking backpacking lines for Spring 2012. The ATMOS (men’s) and AURA (women’s) Series – which together set the standard for weight, ventilation and comfort in backpacking – are being further refined to deliver enhanced fit and greater comfort on the trail.

“We’ve developed more advanced technologies over the years and are thrilled to integrate them into our popular Atmos and Aura Series,” said Gareth Martins, marketing director of Osprey. “For Spring ‘12, our AirSpeed suspension system, interchangeable harnesses and adjustable hipbelt work together to create unrivaled comfort.”

Key to the redesign on both series is Osprey's radical redesign of the harness and hipbelt systems. All Atmos and Aura packs now have customizable fit, with a torso adjustable, interchangeable harness and an exclusive adjustment system that allows the belt to be custom fitted while in use. Amazingly, Osprey has achieved this with no increase in weight or price.

In addition to the significant updates to Atmos and Aura, Osprey is giving the KESTREL SERIES a face-lift, creating a sleek look without losing the lines that give them that classic appeal. Perhaps Osprey’s most versatile series of packs, Kestrels are light, clean and highly functional – the elusive quiver-of-one packs that do it all. Available in six sizes (Kestrel 68 \$199, Kestrel 58 \$179, Kestrel 48- \$169, Kestrel 38- \$149, Kestrel 32- \$139, Kestrel 28- \$129) and four colors (Conifer Green, Fire Red, Tarn Blue, Talus Grey).

