



## Osprey's Atmos AG 65 Wins Gold at OutDoor Show in Freidrichshafen

ActionHub.com

July 23, 2014

Osprey's Atmos AG 65 Wins Gold at OutDoor Show in Freidrichshafen

Monthly Traffic: 50,700

URL: <http://tinyurl.com/o6jzoon>

Osprey Packs, a leader in creating top quality, high-performance, innovative packs to comfortably and efficiently carry gear, is pleased to announce that Atmos AG 65, the fourth generation of the brand's gamechanging ventilated pack, was awarded the OutDoor Gold Industry Award this month in Freidrichshafen, Germany.

Osprey's Atmos AG 65 was recognized for its high degree of innovation, design, quality and functionality. "At first sight, Osprey's Atmos AG 65 made us curious as a jury," said a statement released by the expert panel of judges. "The promising initial impression is confirmed when you put it on your back. The full-contact carry system literally covers the back and hips, but still allows good ventilation even when heavily loaded. With this carry system, Osprey has embarked on an interesting new approach, which requires no foam pads."

The innovative new Atmos AG 65 has a unique suspended AntiGravity back-system and the world's first fully ventilated hipbelt. Seamless mesh across a 3D cavity on the backpanel provides a breathable and flexible contoured fit that allows the wearer to move as if they don't have a pack on – true anti-gravity realized. An adjustable Biostretch/ExoForm harness and Fit-on-the-Fly mesh hipbelt give great pack stability and reduce roll. Like all Osprey products, the Atmos AG 65 is built to last with Osprey's unique attention to detail and use of high-quality materials. The pack sets a new standard with a host of extra features including Stow-on-the-Go



*The groundbreaking Atmos AG series is recognized for its high degree of innovation and design quality in ventilated packs.*

"It is a great honor to receive the OutDoor Gold Industry Award this year as we celebrate our fortieth anniversary of designing innovative, high quality packs," said Mike Pfothenhauer, founder and head designer for Osprey Packs. "The first generation Atmos was a game changer in the ventilated pack category and this latest design with anti-gravity technology is a significant technological advancement that allows the wearer to truly move as if they don't have a pack on. We are thrilled that Atmos AG not only piqued the judges' interest but impressed them when they had an opportunity to try it on."

it on."

The OutDoor Industry Award is one of the highest design prizes available to companies in the outdoor industry. The gold awards are given to products and technologies that demonstrate a particularly high degree of innovation and design quality with the potential to set new trends. This year the expert panel of judges reviewed 361 products, 35 were selected to receive an OutDoor Industry Award 2014 – seven of them, including Osprey Packs, were gold award winners.

In addition to Atmos AG 65, Osprey introduced the Aura AG 65 with a women's specific fit. The Atmos and Aura Series will debut in the U.S. at next month's Outdoor Retailer and will be available to consumers in January 2015.

