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Osprey Premieres Digital Packfinder Tool

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URL: <http://tinyurl.com/h2n9mv5>

Osprey Packs Launches Online Packfinder™ - A Tool to Find the Perfect Pack

Cortez, CO – Osprey Packs, a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, is pleased to announce the all-new, online Packfinder™. This digital tool allows customers to take a step-by-step journey through the decision making process of finding the perfect pack for the intended activity. Announcement of the Packfinder™, follows last month's news of Osprey's redesigned, 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.

With the easy-to-navigate 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™ and find the perfect pack, visit www.ospreypacks.com/us/en/packfinder/.

