



## Matador Revolutionizes Packable Travel Gear with Signature Line

Boulder, CO (January 17th, 2017) – Coming into its third year, Boulder, CO-based travel gear brand Matador is on a mission to revolutionize the travel goods industry. Their signature line of highly packable bags and accessories is introducing a brand-new category called, “packable adventure gear,” for world travelers and explorers looking for a better solution when it comes to their travel supplies.

Founded by former Senior Product Designer at Go-Pro, Chris Clearman, Matador is bringing materials traditionally used by the outdoor industry to the masses. It all started with a simple idea – the **Pocket Blanket**. While living in San Francisco, Clearman noticed the number of people enjoying the beach, concerts, picnics, and parks sitting on their coats and backpacks. He knew there was a better option - so he designed a waterproof blanket that when folded up, would fit neatly into a pants pocket for easy carry. The Pocket Blanket was a huge success, and took off after features in the likes of Uncrate, Gear Patrol and Travel + Leisure. It is now carried at nearly 1,000 retailers internationally. Clearman knew he was onto something, and decided to expand the Matador selection to travel bags.

“I was shopping for a trip and noticed I couldn’t find a single packable backpack that I actually wanted. It was all cheap junk, not real gear. I sat down and started designing one myself,” he says. The result? The **DayLite16 backpack** from Matador. Built from waterproof, siliconized Cordura fabric, it’s a natural fit for exploring New York City or hiking the mountains of Colorado, while saving valuable luggage space when not in use. This backpack fits into a tethered travel pouch that’s smaller than a tennis ball.

The demand for well-designed, packable travel gear is evident in the latest release from Matador, the **Transit30 duffel**, which sold out within weeks of its November launch. At a mere 4.25 oz, this palm-sized duffel unfolds to boast a full 30 liter capacity. The Transit30 is the perfect for the gym, a weekend getaway or to toss in your luggage for a trip, ensuring you have plenty of room for all the extra souvenirs you bring back home with you. Waterproof Cordura fabric, taped seams, and carry-on friendly sizing all were received with astounding success. Matador expects to restock this bag in late January.

Matador also boasts an impressive team of ambassadors – young adventurers from all over the world who ensure the brand can provide retailers with a constant stream of new, curated product and lifestyle photography. With a strong content and design focus, Matador has quickly become a retail favorite for those seeking exciting travel products for customers of all ages.

With an expanding line that’s soon to include travel towels, drybags, and more, this young and exciting brand is one to keep an eye out for. The full product line can be found at [www.MatadorUp.com](http://www.MatadorUp.com)

*Matador will be displaying its collection at the 2017 Travel Goods tradeshow. For information about carrying the brand, please email [sales@matadorup.com](mailto:sales@matadorup.com) or call 650-212-5577.*

**Spring 2017 Highlights from Matador include:**



### DayLite16 Packable Backpack:

- 4.25 oz with 16 liter capacity
- Tethered carrying case fits in the palm of your hand
- Waterproof 30D Cordura body
- Self-sealing zippers
- Retails at \$49.99

“Any trip to a foreign country—especially one that deserves a lot of exploring—requires a lightweight backpack. Store all of your daytime essentials in this waterproof design by Matador” – **Travel + Leisure**

### Transit30 Packable Duffel:

- 4.1 oz with 30 liter capacity
- Tethered carrying case fits in the palm of your hand
- Waterproof 30D Cordura body
- Self-sealing zippers and fully taped seams
- Retails at \$49.99

“Going to the gym? Packing for a flight? Whatever the occasion may be, you need one of these foldable weekenders” – **Celebuzz**



### The Original Pocket Blanket:

- 63 x 44 water-resistant picnic blanket
- Carrying pouch fits in the palm of your hand
- Perfect for concerts, festivals, hiking and more
- Enough space for 4 to sit or 2 to lie down
- Corner stakes and sand pockets shield from wind
- Easy-pack pattern shows you how to re-fold
- Retails for \$29.99

“This is the ultimate portable picnic blanket.”  
– **Smarter Traveler**

