



NEWS FOR IMMEDIATE RELEASE

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GSI Outdoors Showcases 2017 Collection

Spokane, Washington – January 1, 2017 – GSI Outdoors is in the business of making table- and cookware products that adapt the comforts of home to active outdoor lifestyles at the campsite, base camp and anywhere in between. 2017 will not disappoint.

New for 2017:

FAIRSHARE MUG II

Circa 2001, a college student who will not be incriminated here was in a ski camp chow line and realized he could get “more than his fair share” of food if he used a mug instead of the standard bowl. He passed that information onto his friends at GSI Outdoors and the idea for their Fairshare Mug was born. The idea is the same, but the product has matured into the Fairshare Mug II for 2017.

The basics haven't changed, but are combined with new features for rehydrating or scooping prepared meals. Manufactured from clear 100% recyclable polypropylene with a new cloth-wrapped foam sleeve, it insulates contents and protects hands from heat. The new screw-on lid enhances insulation and prevents spills. A third new feature includes the soft, easily packable handle with its carabiner clip-in point for attaching to packs.

MSRP: \$15.95

GSI Outdoors MICROLITE 500

Question: What happens when you take a normal chunky one-half liter bottle and put it with GSI Outdoors' new manufacturing process? Answer: the new GSI Outdoors Microlite 500 Stainless Vacuum Bottle. Weighing in one-third lighter than traditional designs at 7.9, it is the lightest of its size and most compact stainless vacuum bottle on the market. Period. It will provide eight-hour heat and cold retention. A 2mm wall is actually thinner than traditional vacuum bottles, providing an unsurpassed compact footprint. Push button, flip-top cap locks for transport and opens easily for drinking. **MSRP: \$25.98**

HALULITE 1.8 QUART TEA KETTLE

GSI Outdoors new Halulite 1.8-quart Tea Kettle is not just for afternoon tea and scones. It is a direct response to those who have enjoyed the company's smaller tea kettle but want something for larger groups. The Hard Anodized Aluminum Tea Kettle is lightweight with superior heating characteristics and has an easy-to-pour profile for boiling water or melting snow. The new aesthetically-pleasing folding handle locks into place when boiling. A 110gram Fuel Cartridge and stove can conveniently fit inside. **MSRP: \$29.95**

CHAMPAGNE FLUTE

Class comes to GSI Outdoors in the form of their new nesting Champagne Flute. Wedding proposals can be made on the beach. Anniversaries can be celebrated in the backcountry. Dishwasher safe and made from non-clouding co-polyester, the flute will work for any outdoor activity where champagne is involved. The base snaps into the rim for efficient packing and storing. **MSRP: \$6.95**

ESSENTIAL SPOON – LONG

GSI Outdoors' new long-length Essential Spoon keeps knuckles clean, is tapered to ensure that every last tasty morsel out of the pouch can be scooped or scraped and is a handy tool for all-around cooking. Made of nylon and silicone, it measures exactly one tablespoon. **MSRP: \$4.95**

GLACIER STAINLESS 3-PIECE CUTLERY SET

The new design of GSI Outdoors' Glacier Stainless 3-Piece Cutlery Set is as good looking as the timeless non-rusting stainless it is made of. The rugged, ringed cutlery set features a space-saving, flat profile and lightweight spoon, fork and knife. Ideal for backpacking and travel. **MSRP: \$9.95**

SPORK

GSI Outdoors' original barbed tines Spork is back by popular demand. The combination spoon/fork has traveled many miles in backpacks, kayaks, suitcases...anywhere an eating utensil is needed and where space is at a premium. Made of durable Acetal plastic, it will last for many trips. **MSRP: \$.95**

CAMP DISH CLOTH

GSI Outdoors introduces their Camp Dish Cloth...designed to not get disgusting. Made of 100% polyester quick-drying microfiber, this cloth (NOT dishtowel) is incredibly easy to keep clean, durable and dishwasher safe. One side is tough and abrasive enough for scrubbing cast iron; the other side is soft and gentle on more delicate items. The hanging loop unsnaps to clip to packs, lines or poles for drying. **MSRP: \$6.95**

GLACIER STAINLESS SIERRA CUP

GSI Outdoors' new Glacier Stainless Sierra Cup is a time-tested design so simple and so useful that it has a cult following. The historical "gold pan" design features the company's Glacier Stainless Steel that is durable, rustproof, non-reactive and completely fuss free. Useful as a water scooper for anything drinkable, it is simply a handy addition to any outdoor kitchen. The folding handle provides space-savings convenience. **MSRP: \$7.95**

GLACIER STAINLESS FRYPANS

Outdoor aficionados that enjoy gourmet cooking at the basecamp or campground will be very happy when they discover GSI Outdoors' new Glacier Stainless Frypans. The frypans utilize proprietary technology that combines lightweight stainless steel, aluminum and a laser pattern non-stick coating, the combination of which eliminates scratching, gouging and increases durability and strength while providing superior even heating. Offered in 8-inch and 10-inch sizes, they feature the exclusive SureLock folding handle and easy clean-up. **MSRP: \$ 29.95/\$34.95**

ULTRALIGHT TABLE-SMALL

Eating and drinking are life necessities but that doesn't mean that they shouldn't be enjoyable and social. Enter GSI Outdoors' new Ultralight Table-Small. Designed to keep food and drink off the ground, it is multi-purpose for picnics and concerts, on the beach, for backpacking, biking and kayaking or anywhere food and drink are to be enjoyed. The 14-ounce (400 gram) 8.5" x 12" folding platform compacts to just 6" thick and 4" wide that will slip into any pack or bag. Constructed of sturdy, flame and heat resistant aluminum and stainless, it will hold 20lbs. Raised edges help keep items from sliding off. **MSRP: \$34.95**

ULTRALIGHT TABLE-LARGE

Eating and drinking are life necessities but that doesn't mean that they shouldn't be enjoyable and social. Enter GSI Outdoors' new Ultralight Table-Large. Designed to keep food and drink off the ground, it is multi-purpose for picnics and concerts, on the beach, for backpacking, biking and kayaking or anywhere food and drink are to be enjoyed. The 23-ounce (652 gram) 12" x 16" folding platform compacts to just 0.6" thick and 6" wide that will slip into any pack or bag. Constructed of sturdy, flame and heat resistant aluminum and stainless, it will hold 20lbs. Raised edges help keep items from sliding off. **MSRP: \$44.95**

ENAMELWARE

31years ago, two brothers, Ian and Don Scott, started a small business selling enamel tableware into the Outdoor and Camping market. Today GSI Outdoors is the undisputed leader in the category. For 2017, the collection, including a deluxe plate, cup, bowl and percolator will be offered in a classic cream, highlighted with an attractive green rim. The rugged nostalgic look and feel enamelware will be a popular choice for outdoor campgrounds to indoor cabins, boats or RV's.

Inspired by traditional Graniteware from over a century ago, the collection features FDA-compliant, classic porcelain glass enamel finish fused to high-carbon, heavy gauge steel. Three-ply construction maximizes heat distribution for even cooking temperatures, while the baked enamel finish makes cleanup a breeze. **MSRP's: Cup/\$5.50. 10" Plate/\$6.95. 6" Mixing Bowl/\$5.95. 8-Cup Percolator/\$34.95**

GSI Outdoors is in the business of making cookware and dining products that adapt the comforts of home to active outdoor lifestyles at the campsite, base camp and anywhere in between. In 1985, brothers Don and Ian Scott and sister Kathy started the company in San Diego and then moved to Spokane, Washington in 1995 where they have been ever since. In 2001, GSI Outdoors started distributing outdoor related gifts under the name of Outside Inside. What began as a small distribution company selling blue enamel tableware has expanded into the design, manufacturing, sales and marketing of an innovative array of outdoor cookware and a whole range of eating and drinking products that are technical, innovative and fun. GSI Outdoors products are distributed worldwide.

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