



Introducing the Matador NanoDry™ – A Towel For All Your Adventures

Boulder, Colorado (March 3rd, 2017) Say goodbye to wet, smelly or sweaty towels while at the gym, on the trail or on the road. The NanoDry™ travel towel is the latest in innovative travel gear by Matador. Available in two sizes, the NanoDry™ towels absorb 2.3x their weight in water and dry quickly while you're busy running off to the next destination. Gold-coat™ antimicrobial treatment keeps the NanoDry™ Towels free of odors and bacteria.

The NanoDry™ towels are made of ultra-light nanofiber material and store in vented, compact silicone cases, making them the perfect choice for keeping in your gym bag, daypack or carry-on. The NanoDry™ towel will save you space and keep you dry and prepared for the next adventure.

Get outside and explore with NanoDry™ – the towel that combines everyday practicality with the high caliber of the Matador brand.



NanoDry™ Shower Towel (Large) - \$34.99

- Full-sized travel towel (120 x 60 cm)
- Gold-coat™ antimicrobial technology for long-lasting use
- Ultra-light, nanofiber material
- Vented, silicone carrying case dries towel while keeping your other gear dry
- Absorbs over twice its weight in water
- Easily affixes to luggage with included carabiner for quick dry

NanoDry™ Trek Towel (Small) - \$19.99

- Compact, gym or travel size towel (39 x 39 cm)
- Gold-coat™ antimicrobial technology for long-lasting use
- Ultra-light, nanofiber material
- Vented, silicone carrying case dries towel while keeping your other gear dry
- Absorbs over twice its weight in water
- Stainless steel keyring makes for neat fit on keys or gym bag



Clip it on your beach bag, backpack, or gym bag for a tough towel on the go. Whether you're diving straight into the ocean, camping alongside your favorite trail, or getting energized at the gym, Matador's new NanoDry™ collection is a perfect match for any adventurer.

The NanoDry™ towel set will be available at The International Travel Goods Show in Las Vegas from April 5-7th. You can discover the full line from Matador at **Booth #653**.

About Matador

Matador is a proudly bootstrapped start-up nestled in the colorful recreational mecca of Boulder, Colorado. With their launch in 2014, they created a brand new market niche--packable adventure gear. Each product is designed in-house by a team of passionate adventurers and then thoroughly put to the test in the great outdoors. For more information, visit www.MatadorUp.com

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