Bullbird releases ergonomic travel rest to make travel more comfortable and better for you

July 25, 2019 - Boulder, CO - bullbird Travel Equipment, an emerging travel goods brand, believes that travel shouldn't be so difficult.

bullbird’s latest product, the BR2 travel rest, makes upright rest in an economy seat more comfortable. The BR2 is ergonomically designed to promote better posture and also alleviate pressure through the cervical spine. In other words, the BR2 allows you to rest upright without developing neck pain in the process.

“Even after we've deboarded the plane, the stress of travel disrupts our sleep cycles,” says Glenn Maddocks, CEO + Founder of bullbird LLC. “The uncomfortable ergonomics of resting upright in a confined space has negative impacts on our posture, spinal alignment and even brain health (via restricting blood flow to the brain).”

bullbird’s first product, the BullRest, raised a combined total of over $500K on Indiegogo and Kickstarter. The Wall Street Journal described it as the “neck brace from heaven! Like a memory foam mattress for your skull.”

“The new BR2 travel rest is the result of feedback and testing from thousands of global travelers,” says Maddocks. “It’s ergonomically designed for better alignment, small enough to fit into any carry-on, and sleek enough to travel confidently.”

Wired Magazine coined it “Middle Seat Comfort”. The BR2 has also been featured in BroBible, Fodors, Yahoo, Carryology, and PackHacker, amongst others.

The BR2 is sold in all of Brookstone’s retail airport stores. It is also available through the online retailer, Huckberry.

At bullbird, we engineer hardworking travel goods to make travel a little easier for all. bullbird is actively expanding into international markets and will be introducing several new technical travel items in the coming months.

For more information please reach out to bullbird’s Director of Marketing, John Atkins, at john@bullbirdgear.com.

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We set out to engineer a travel rest you could actually use. One that fits in your carry-on and helps your health. Ergonomically designed for better alignment, small enough to fit into any carry-on, and sleek enough to travel confidently.
Ergonomic design for your spine

Bio-mechanic posture alignment of your C1-C7
Our engineers have decades of experience designing high-end medical products including surgical equipment, heart rate monitors and ergonomic orthotics.

Our products are the result of testing and feedback from thousands of global travelers, medical practitioners and athletes to ensure our products provide correct alignment.

Our R&D team includes bio-mechanists, chiropractors and medical patients to ensure our products deliver quantifiable solutions to neck and spinal issues.
1. **Better Alignment**
   Ergonomically designed to correctly align your upper vertebrae (C1-C7)

2. **Asymmetric design**
   New patented asymmetric design for better performance in both reclined and upright positions

3. **Memory Foam**
   Proprietary tri-blend memory foam for better comfort and support

4. **Air Flow**
   Patented air-flow aperture provides frame suspension and airflow to the back of the neck

5. **Frame Suspension**
   Enhanced frame suspension for better adaptability & comfort

6. **Strap System**
   Integrated adjustable strap system to hold your travel pillow in place

7. **Carrying pouch**
   Integrated components include our strap system, carabiner and carrying pouch

8. **Easy to Pack**
   80% smaller than traditional travel pillows for easier carry-on capabilities
Customer:
25-40 Yrs.
HHI $80K+
Frequent Flyer
Urban
Never previously used travel pillows
Travels with noise canceling headphones

Specifications:
Patented Protected
4 Colors
Dimensions: 171 x 120 x 124mm
One-size-fits-most (90% of adults)
Weight: 6.5oz
High performance 4-way stretch fabric
Hand Washable

Components:
Integrated Strap System
Microfiber Carrying Pouch
Clip-on Carabiner
Lifetime Guarantee
Instruction Manual

Packaging:
Includes hang tag & shelf stacking options

Point of Sale:
Includes floor stand, shelf stand + table topper
engineered travel equipment