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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