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Contact: Jodi McMaster
Draft Creative Group
jodi@draftcreativegroup.com
623.203.1857

COCOON® hires new Director of Sales & Marketing, Travis McMaster

WENATCHEE, WA – May 11, 2022 –COCOON® by Design Salt, an innovator in lightweight sleep systems and travel accessories is excited to announce the hire of industry veteran, Travis McMaster, as Director of Sales & Marketing for the US. Travis joined the team earlier this spring and has already made an impact with a renewed energy to reinforce the brand vision and supporting retailer efforts with effective programs.

Travis comes to Cocoon with a wealth of experience, most recently developing his own range of dye less, bio-degradable, recycled material range of sleeping bags, VARM. McMaster has over 20 years industry experience as the former Sales Manager of Gramicci and long-time pioneering rep for brands such as Hoka One One, Hydro Flask, Injinji, and POC among others. He reports directly to Josef Strum, founder of Design Salt GmbH in Stainz, Austria.

“Travis’s diverse background within the outdoor, bicycle, active lifestyle industries, and passion for brand positioning makes him the ideal leader for Cocoon in the US,” said Josef S. “He embodies our travel-experience based product mix where it is vital that sales & marketing are cohesive in communicating the brand ethos beyond 2022.”



"Coming from decades of outside sales experience, I am excited for the opportunity to lead a brand with the retailer in mind, I want to give them programs they can actually use to grow their business and also, we have product in our warehouse ready to ship." said Travis.

Josef S added, "At this time of our 30-year presence in the US, I believe that Travis’s aptitude in sales and marketing will facilitate our foray into new markets as we have the right inventory and distribution partners".

Outside the office, Travis lives the Cocoon brand ethos, having surfed the coast of El Salvador, ice climbed Bridal Falls in Ouray, CO, bicycle toured Mexico where he often slept roadside and at fisheries, this fall he will be traveling to Nepal where he has partnered up with FarXplorer where he will be traveling by motorcycle delivering and educating villages on water treatment systems. He can be reached at travis@cocoonusa.com.

ABOUT COCOON®:

Started in 1989, COCOON® TravelSheets™, MummyLiners™ and sleeping bags are the result of life-long travel experience. COCOON® products are available in high quality fabrics with a wide variety of functional details that make them ideal companions for adventurers, travelers and mountaineers worldwide. Today COCOON® is sold in many countries all over the world. Nevertheless the company is still led by a small, highly motivated team. Based in Austria, Design Salt Europe is in charge of developing new products, organizing and supervising the production and marketing in Europe and on international markets. Design Salt USA, located in Washington State, is responsible for sales and marketing in North America. Phone: 800.254.7258, Website: www.cocoonusa.com