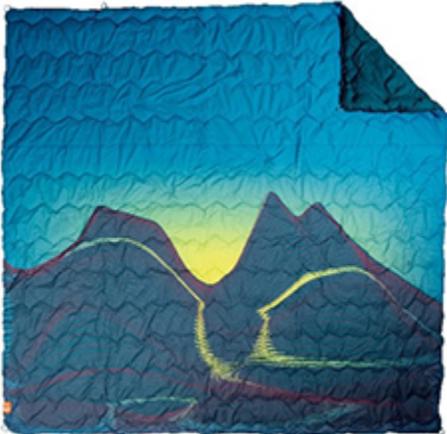


ust™ Expands Core Camp Line with Innovative Capen Camp Blanket

April 28, 2022



Flexible – Durable – Accessible – Sustainable – Beautiful



Columbia, MO (April 27, 2022) – ust™ (yoo-ess-tee), maker of premium camping equipment and essentials for outdoor enthusiasts of all backgrounds, today introduced its innovative Capen Camp Blanket. The Capen was created by ust product developers who sought to deliver a high quality, innovative, and affordable camp blanket, incorporating features that were designed with values at the forefront.

- **Flexible:** The Capen has a truly innovative design with a unique front snap that allows it to be worn comfortably around the user's neck, providing a hands-free 'cape' mode. The Capen is available in one-person and two-person sizes. The one-person Capen blanket weighs 1 lb. 14 oz., is 75" long by 56" wide, and packs down to approximately 14"x6", while the two-person Capen blanket weighs 3 lbs. 2 oz, is a sizable 84" long by 80" wide, and packs down to 13"x9".
- **Durable:** The Capen camp blanket is water resistant and durable -- designed and manufactured to endure the toughest outdoor conditions.
- **Accessible:** As the newest addition to the ust line of camp comfort products, the Capen is designed to address the gap between quality gear and affordable gear. It is

available now, and can be purchased directly by consumers on the ust website at www.ustgear.com.

- **Sustainable:** Designed with sustainability and safety in mind, the Capen camp blanket is made with certified sustainable materials that are both Bluesign® and OEKO-TEX approved. Its features include 240 GSM OEKO-TEX Standard 100 down synthetic insulation, and inner and outer shells made from Bluesign® approved polyester fabric.
- **Beautiful:** The Capen camp blanket features a colorful, distinctive design that is inspired by ust's diverse and passionate community of outdoor enthusiasts.



Ethan O'Keefe, Brand Manager for ust, said, "We are very excited about the launch of the new Capen camp blanket, which is a true representation of our ust brand. It is packed with unique features, made with premium materials, and features a fun and approachable design. In addition to expanding our core camp comfort offering of products, the Capen camp blanket stands as the first Bluesign® approved product we've brought to market. That feature is important to us, since our quest at ust is to ensure that everyone has access to the great outdoors, and that translates to ensuring we care for both the planet and our customers. We look forward to expanding our core camp offering in the future and finding more opportunities to incorporate Bluesign® materials."

For more information on ust and its products, please visit www.ustgear.com. For media inquiries, please contact Logan Waddell: ust@obviouslee.com. For OEKO-TEX information, please visit www.oeko-tex.com/en/our-standards/standard-100-by-oeko-tex. For Bluesign® information, visit <https://www.bluesign.com/en/business/criteria>. BLUESIGN® is a registered trademark of Bluesign Technologies AG.

About ust

ust has been creating survival, camping and outdoor equipment since 1936. Our crew is driven by a calling to explore outdoors. Our ever-present drive to "be outdoors" translates into reliable, problem-solving gear designed for you to use in your own outdoor adventures. As a brand, our goal is to inspire and cultivate people's love of all things outside. We set out on this path with strong intention going forward... to create gear that allows EVERYONE to enjoy the activities that give us so much happiness. We've been building the ust community, amplifying the stories worth hearing, and operating with accessibility in mind. We have broken into new core camping categories with tents, sleeping bags, and sleeping mats, while still offering a robust line of accessories. In between these major decisions built an incredible brand based on our values, and we are stoked to continue supporting these initiatives!