# ust™ Expands Line of Sleeping Mats

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*Self-Inflating – Oversized – Ultra Comfort – Portable – Fun Design*

*ust™will now offer a self-inflating doublewide fillmatic sleeping mat*

***Columbia, MO (August 15, 2022)*** - ust™ (yoo-ess-tee), maker of premium camping equipment and essentials for outdoor enthusiasts of all backgrounds, has just announced the expansion of its premium sleep system line to include an innovative

doublewide sleeping mat. We listened to customers who loved the popular, original, regular-size, self-inflating sleeping mat, and we incorporated a number of innovative features based on their feedback. Coming in at twice the width of the regular-sized fillmatic and incorporating 3 inches of plush, self-inflating foam, the new doublewide mat has all the cushion and size to make you feel like you're sleeping at home.

- **Self-Inflating:** The innovative, two-way flip valve allows for easy inflation and deflation. Simply flip the valve to "inflate" to let the foam in the mat absorb the air and self-inflate. The deflate side of the valve creates a vacuum seal to let the air out, but not in when it comes time to roll up the mat.
- **Oversized:** Measuring in at 80" x 50" x 3", the doublewide fillmatic is twice the width of our current regular-sized fillmatic so it will comfortably sleep 2 people! The size perfectly fits the footprint of many 2-person tents. It is a perfect size for many truck beds and a great option for van lifers.
- **Ultra-Comfort:** With 3 inches of plush foam and horizontal baffles that make you feel like you're sleeping at home, the doublewide fillmatic defines camp comfort. It accommodates back, stomach, and side sleepers.
- **Portable:** The doublewide fillmatic is portable with a packed size of 26" x 11" and a weight of 8lbs 5oz.
- **Fun Design:** Choose from two energizing color patterns that are unlike anything on the market! The doublewide fillmatic is available in our current, customer favorite, the mountain view pattern, or opt for the new party camo pattern.

The launch of the doublewide fillmatic comes on the heels of ust's most recent decision to make quality outdoor gear more accessible by making its core camping gear available directly to consumers via ustgear.com. This approach allows ust to offer the doublewide fillmatic, as well as all of ust's core camp items, at affordable prices. The doublewide comes in at an everyday price of $179.99.

"At the end of the day, it's our mission at ust to produce products that make the outdoors more accessible and comfortable for everyone," says Ethan

O’Keefe, Brand Manager at ust. “The new doublewide is a feature-rich product that is designed with car campers and camp comfort in mind. This product follows our theme of producing quality gear at lower than market pricing.”

For more information on ust and its products, please visit www.ustgear.com. For media inquiries, please contact Ethan O’Keefe, ust Brand Manager, at adventurer@aob.com.

**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 commitment 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 quality tents, sleeping bags, and sleeping mats, while still offering a wide variety of accessories. In between these major decisions built an incredible brand based on our values, and we are stoked to continue supporting these initiatives!