

HELINOX PRESENTS NEW COLORS FOR SUMMER 2019

Comfy, collapsible, colorful

Helinox is the pioneer of ultra-lightweight, collapsible and durable furniture – a trusted companion in all kinds of outdoor adventures and activities. The brand kicks off summer 2019 with four new and fresh designs, giving the outdoors collection a new look. New REALTREE, CRIMSON, CLOVER and GREY have been added to supplement the classic Helinox design in black with cyan blue poles which will continue to be available.

“GREY is the new Black!” If you believe “**GREY**” is a boring color, you'll be proved wrong. The new style plays with contrasts of neutral and luminescent colors. The brand uses a grey cover and frames it in cheerful orange. The poles also shine in this vibrant color. The result is a bright, fresh and elegant look.

"**CRIMSON**" and "**CLOVER**" are vibrant colors that ensure Helinox chairs and tables to “pop” in the sunlight. The seat trimming is silver-grey which pairs nicely with the poles.

The brand also features a new camouflage design. "**REALTREE™**" is aimed at real woodland enthusiasts and adds to the Coyote Tan and Multicam™ colorways already in the range. Fir twigs and cones, logs and branches decorate the covers of Chair One, Chair One XL, Savanna Chair and Table One Hard Top. On summer days, you can stay comfy and well camouflaged in the woods, observing the wildlife around you. Sit down and blend into the forest!

More information: www.helinox.com

Images ready for download at:

http://www.k-g-k.com/Helinox_new_colors_S19



About Helinox

Helinox designs and manufactures high-quality Outdoor equipment – chairs, tables, beds and trekking poles. Following the motto “Bring comfort for everyone, everywhere!” Helinox combines style and modernity with unique technical expertise. The South Korean, privately owned company is a spin-off of DAC poles and distributes in the Asia, North America, Australia and Europe. The European head office is in Amsterdam with central warehousing in Rotterdam. www.facebook.com/pg/Helinox

Media Contact Benelux, Scandinavia

Kern Gottbrath Kommunikation

Thomas Roeger

helinox@k-g-k.com

+49 (0)89 – 30 76 66-55



Chair One **GREY**



Chair One **CRIMSON**



Chair One **CLOVER**



Chair One **REALTREE**



About Helinox

Helinox designs and manufactures high-quality Outdoor equipment – chairs, tables, beds and trekking poles. Following the motto “Bring comfort for everyone, everywhere!” Helinox combines style and modernity with unique technical expertise. The South Korean, privately owned company is a spin-off of DAC poles and distributes in the Asia, North America, Australia and Europe. The European head office is in Amsterdam with central warehousing in Rotterdam. www.facebook.com/pg/Helinox

Media Contact Benelux, Scandinavia

Kern Gottbrath Kommunikation

Thomas Roeger

helinox@k-g-k.com

+49 (0)89 – 30 76 66-55