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Nashville-Based RōM Outdoors Transforms Adventure

RōM Outdoors, an emerging outdoor lifestyle company based in Nashville, Tennessee, is excited to introduce the RōM Pack. Bringing ingenuity to the backpacking system, this folding, 3-in-1 pack can be fully transformed into a wearable poncho with a hood or into a fleece-lined blanket, with a water resistant surface. Based on the “Bring more. Pack less.” philosophy, the RōM Pack allows for optimal functionality and versatility, giving the wearer freedom to go hands-free.

In 2008, a new father of twins became tired of lugging blankets, coolers, and chairs to outdoor events and family activities. He was one man with one too many things to carry so he invented a game-changing backpack, hand-stitching the first prototype himself.

With over 3,000 cubic inches of carrying capacity, the RōM Pack can simplify your favorite outdoor experience by giving you the freedom to use your hands, while the pack carries everything else. The extra carrying capacity isn't limited to the interior. The exterior features secure arno straps, hidden pockets, removable saddle bags, mesh side pockets and an extensive array of fastening clips with molle straps and webbing for anything from hiking poles and rifles to on-the-go snacks, water bottles and carabiner accessories.

The RōM Pack is a welcomed companion for hunting trips when weather can change in an instant, allowing you to stay both warm and dry. Strap portable chairs onto the pack and be prepared for your next outdoor concert or sporting event. Unfold the pack into a comfortable and water-resistant blanket and enjoy a picnic or keep cozy during a football game.

RōM Outdoors strives to simplify life by making products with hidden utility, that can transform your next journey from one that begins with a checklist into one that simply begins.

“Our products can prepare you for a perfect storm or a perfect sunset—and everything in between,” says RōM Outdoors CEO.

Let your next adventure unfold with RōM Outdoors at www.romoutdoors.com.

