



# MEDIA KIT

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Thank you for your interest in GCI Outdoor™



## CONTACT INFORMATION AND MEDIA

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### Product Images or Logo:

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### Online:

[GCIOutdoor.com](http://GCIOutdoor.com)

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### Social Media:

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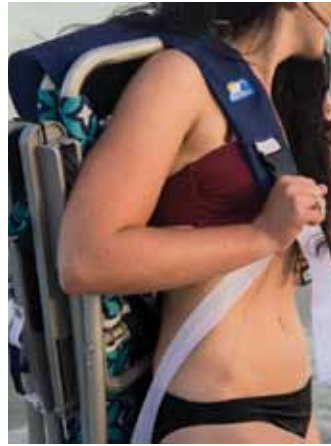
### Product Videos:

 [gcioutdoor.com/our-brand/product-videos](https://gcioutdoor.com/our-brand/product-videos)

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## GETTING TO KNOW GCI OUTDOOR

GCI Outdoor was founded in 1996 when a desire for a chair that didn't exist inspired the creation of the Everywhere Chair®. Since the introduction of the Everywhere Chair, innovation has remained at the core of each product we design. We have continued to produce feature-rich products that not only fit your outdoor lifestyle, but also support our company philosophy - "Think Outside.™"

Co-Presidents and life-long friends, Dan Grace and Jeff Polke, have grown GCI Outdoor into a world-wide business and in 2015, launched a new product line - GCI Waterside - reinventing what a day at the beach looks like. Their ingenuity combined with unsurpassed customer service has made GCI Outdoor a leader in the outdoor industry.

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## GCI OUTDOOR: FAST FACTS

Founded: 1996

Headquarters: 66 Killingworth Road  
Higganum, CT 06457

Website: [www.gcioutdoor.com](http://www.gcioutdoor.com)

About Us: Innovative, comfortable,  
compact and portable –  
GCI Outdoor products are  
designed for life outdoors.

Leadership: Dan Grace  
Owner and Co-President

Jeff Polke  
Owner and Co-President

### Retailers Selling

GCI Products: Over 250 worldwide

### Fun Facts:

- The BleacherBack™ Stadium Seat is our most popular product to date with over 1.3 million being distributed to retailers since its release in 2000.
- With the release of our 2017 products, we'll have 38 products between our Outdoor and Waterside lines.

## PATENTS

**Hillside Adjustment**  
*Designed to adjust to any slope or terrain*

**Anti-Splay Reinforcement Panel**  
*Ground-engaging panel strengthens leg design*

**PICO Telescoping Technology™**  
*Easy to open and close; folds compactly to size of a laptop*

**Xpress Telescoping Technology™**  
*Portable comfort with space-saving technology*

**Control Link Technology™**  
*Makes telescoping technology with heavy duty support possible*

**Unifold Technology™**  
*Folding, reclining and stability*

**Spring-Action Rocking Technology™**  
*Spring loaded rock-shocks allow for smooth, relaxing motion*

## PATENTS PENDING

**Telescoping Legs**  
*Allows table to expand to a full-sized table*

**Squeeze Telescoping Technology™**  
*Squeeze folded table top to compress leg buttons to close legs for transport and storage*

**SLIM-FOLD Technology™**  
*Hide-away frame folds flat for compact portability*

**EAZY-FOLD™ Technology**  
*Safe and easy to open and close chairs*

**Pocket Pillow™**  
*Storage pocket for carry bag converts to head rest*

**Bi-Fold Technology™**  
*Dual folding design*

**Free-Stand Technology™**  
*Folded chair stands unassisted*

**Smart-Carry Shoulder Strap™**  
*Dual carry methods*

**SPF SunShade™**  
*Rotating bowed design featuring UPF 50 fabric*

**Large Mouth Bag**  
*Carry bag with extra large opening to easily slide the chair into*



**Innovation. Creation. Determination.**

# **OUR PRODUCTS\***

\*To see our full range of outdoor and waterside products, please visit [gcioutdoor.com](http://gcioutdoor.com)

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**FREESTYLE ROCKER™**

*Portable rocking chair*

MSRP \$65.00



**FIREPIT ROCKER™**

*Low-profile rocking chair*

MSRP \$60.00



**BLEACHERBACK™**

*Stadium seat*

MSRP \$25.00



**PICO ARM CHAIR™**

*Telescoping director's chair*

MSRP \$120.00



**SLIM-FOLD DIRECTOR'S CHAIR™**

*Director's chair with fold-out table*

MSRP \$55.00



**SLIM-FOLD COOK STATION™**

*Portable, multi-functional cook station*

MSRP \$85.00





### **EVERYWHERE CHAIR®**

*Portable, hillside-adjusting folding chair*

MSRP \$45.00



### **SUNSHADE EAZY CHAIR™**

*Hard-arm chair with adjustable shade*

MSRP \$50.00



### **COMPACT CAMP TABLE 25™**

*Foldable table for up to 4*

MSRP \$50.00



### **SLIM-FOLD EVENT CHAIR™**

*Low-profile chair with fold-out table*

MSRP \$45.00



### **QUIK-E-SEAT®**

*Stool with padded backrest*

MSRP \$30.00



### **SITBACKER™**

*Canoe seat*

MSRP \$45.00



## GCI WATERSIDE PRODUCTS



### **BEACH ROCKER™**

*Low-profile rocker*

MSRP \$75.00



### **SUNSHADE CAPTAIN'S CHAIR™**

*Hard-armed tall beach chair with adjustable shade*

MSRP \$60.00



### **BIG SURF™ with SUNSHADE**

*4-position, folding beach chair with adjustable shade*

MSRP \$70.00



### **BIG SURF™ with SLIDE TABLE**

*4-position chair with hideaway table*

MSRP \$60.00



### **SUN RECLINER™**

*3-position chair with backpack carry bag*

MSRP \$50.00



### **SUNSHADE RECLINER™**

*3-position chair with backpack carry bag and adjustable shade*

MSRP \$60.00



**Innovation. Creation. Determination.**

# **PRESS**



## PRESS RELEASE

### GCI Outdoor Names Verde Brand Communications as Agency of Record

Higganum, Conn. – November 15, 2016 – GCI Outdoor, creators of portable, built-to-last outdoor recreation equipment, is partnering with Verde Brand Communications as its public relations and brand communications agency of record. Effective immediately, Verde will engage its integrated approach to brand communications, employing traditional PR and digital content strategies, to support GCI Outdoor's visibility and consumer awareness.

"With Verde's expertise in the outdoor industry, we are looking forward to bringing our brand visibility to the next level," said Jeffrey Polke, co-president of GCI Outdoor. "Merging Verde's extensive and respected connections with our loyal and core roots in the outdoor industry will make for an effective partnership."

GCI Outdoor was founded in 1996 after founder Dan Grace asked this simple question: "Why isn't there a chair for this?" That question was answered when Dan, utilizing his engineering background, designed the Everywhere Chair®, the patented hillside adjustable chair. In 1998, Jeffrey Polke joined as co-owner bringing his sales, marketing and retail experience. Together they grew GCI Outdoor with innovative product designs and unsurpassed customer service.

Verde will work with GCI Outdoor to creatively and more effectively reach outdoor enthusiasts, sport fanatics and more. GCI Outdoor's broad appeal and functionality make its products relevant for nearly everyone. With quality and function that genuinely improve outdoor experiences, GCI Outdoor is continuing to think outside the box – allowing users to pack small, but camp big.

"GCI Outdoor is a stellar brand that stands for innovation. The team at GCI has spent 20-plus years redefining the outdoor experience and has such an entrepreneurial, innovation-driven approach to their product design and brand experience. This is so well-aligned with Verde," said Kristin Carpenter-Ogden, founder and CEO of Verde Brand Communications. "Verde's creative, integrated approach will ensure that the GCI tribe grows as more people discover the awesome benefits GCI Outdoor products provide."

#### About GCI Outdoor

GCI Outdoor was founded by lifelong friends, Dan Grace and Jeff Polke, in 1996. Over the last two decades, they have become one of the outdoor industry's leading innovators of outdoor recreational gear with products that include chairs, camp tables, stadium seats, canoe seats and more. Offering high-quality gear to outdoor lovers of all kinds, GCI Outdoor products can be found at over 3,000 stores worldwide and online at [www.gcioutdoor.com](http://www.gcioutdoor.com).

#### About Verde Brand Communications

With offices in Jackson, Wyoming, Ketchum, Idaho and Durango and Boulder, Colorado, Verde Brand Communications exists to bring expansion to our clients and inspiration to the outdoor active lifestyle consumer. Verde is a full-service brand communications firm offering services in traditional and digital public relations, brand strategy, marketing, paid media and consulting.

Verde serves clients in the outdoor, cycling, snowsports, endurance, travel, active lifestyle and consumer electronics markets, as well as the Lifestyles of Health and Sustainability (LOHAS) markets.

For more about Verde Brand Communications, visit [www.verdepr.com](http://www.verdepr.com).

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## PRESS RELEASE

### GCI Outdoor Introduces Three New Ways to Relax

Higganum, Conn. – March 2, 2015 – GCI Outdoor, the creators of innovative, portable recreation gear, introduce the 3-Position Director's Chair™, the 3-Position Director's Chair™ with Ottoman and the 3-Position Event Chair™. Building on the already popular SLIM-FOLD Director's Chair™ and SLIM-FOLD Event Chair™, the latest editions to the SLIM-FOLD Series offer three reclining positions, so you can pick the level of comfort that you're looking for. As part of the SLIM-FOLD Series, you can also expect the same quality, comfort and portability as the Director's Chair and Event Chair.



In addition to a reclining backrest, each chair features a side table that folds out with built-in cup holder, a carry handle for easy transport and a 250 lb weight limit. EAZY-FOLD™ Technology makes these chairs quick and simple to set up or fold.



For maximum comfort, look no further than the 3-Position Director's Chair with Ottoman. A specially designed pocket on the side of the chair holds the ottoman in place until you're ready for use, or when you are ready to pack up. Without adding any additional bulk to the slim profile of this chair, the ottoman quickly brings comfort to the next level when set up.



The 3-Position chairs can be found at select retailers and will be available on our website in March 2015.



[Click to download high resolution product images.](#)

#### About GCI Outdoor

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## PRESS RELEASE

### GCI Outdoor Brings the Kitchen to the Campsite (or Tailgate...or Picnic...)

Higganum, Conn. – March 2, 2015 – GCI Outdoor, the creators of innovative, portable recreation gear such as the Pico Arm Chair™ and the Freestyle Rocker™, have extended their reach in the outdoor industry even further with the new SLIM-FOLD Cook Station™. Great for camping, barbeques or tailgating, the SLIM-FOLD Cook Station's one-piece design sets up in a flash so you can get back to the fun faster. As part of the SLIM-FOLD Series, it folds to under 4 inches thick, making it easy to store and transport.

The demand for more portable and practical outdoor products is answered with the SLIM-FOLD Cook Station. A heat-resistant aluminum top shelf is perfect for a small grill, while the lower storage rack can easily hold a cooler or dry goods. Four durable plastic side tables fold out offering space for prepping food or setting out condiments, plates and bowls. The tables also have features such as built-in hooks for hanging grilling utensils or a roll of paper towel; and a specially designed wine glass holder to keep your vino safe from tipping!

The SLIM-FOLD Cook Station can be found at select retailers and will be available on our website in March 2015.



[Click to download high resolution product images.](#)

#### About GCI Outdoor

GCI Outdoor was founded by life-long friends, Dan Grace and Jeff Polke, in 1996. Over the last two decades, they have become one of the outdoor industry's leading innovators of outdoor recreational gear with products that include chairs, camp tables, stadium seats, canoe seats and more. Offering high-quality gear to outdoor lovers of all kinds, GCI Outdoor products can be found at over 250 retailers worldwide and online at [www.gcioutdoor.com](http://www.gcioutdoor.com).

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## PRESS RELEASE

### GCI Outdoor – The Experts in Portable Recreation Gear

*Higganum, Conn. – March 2, 2015 – GCI Outdoor™ has spent the last two decades reinventing the outdoor experience. The days of having to choose whether you want your chair to be comfortable or compact or easy to carry are over – now you can have it all. Innovation is at the core of who GCI Outdoor is as a company, and it is what sets them apart from their competitors.*

Co-Presidents, Dan Grace and Jeff Polke, find inspiration in their everyday lives for what products to develop next. So whether you're enjoying a Pico Arm Chair™ at a soccer match, a BleacherBack™ at a little league game, or the Freestyle Rocker™ out by a fire pit, you can guarantee that they were designed with those activities in mind. "Think Outside™" isn't just a tagline for them, it's now memories are made and they're proud to be part of that experience with consumers.

After 19 years in the outdoor industry, GCI Outdoor continues to bring something to the marketplace that didn't exist previously. Consumers have come to depend on their commitment to producing high-quality, feature-rich products that truly make the outdoors feel like a home away from home. And looking ahead, we're excited to see what they have in store for us next.



*Click to download logo*

