



**WENZEL®**  
 · SINCE 1887 ·

Celebrating over 125 years of bringing families together

### ***Camping Statistics from KOA (Kampgrounds of America)***

- More than one-third of U.S. households with children younger than 17 say they have camped in the past 12 months.
- Close to home destinations and longer stays are both popular.
- Camping is now the most popular “soft” adventure activity among Baby Boomers (74%) and Generation Xers (75%).

*According to the 2009 statistics from Leave No Trace, 2010 marked a 6.24% increase in tent camping*



*More than 140 million Americans make outdoor recreation a priority in their daily lives, proving it with their wallets by putting \$646 billion of their hard-earned dollars right back into the economy.*

- Almost 40 million Americans went camping in 2010 for a total of 514.8 million outings.
- 61% of campers say they spent about the same amount of money on recreation in 2010 as they did in 2009.
- Campers are planning an average of 5.07 trips next year.
- Nearly a quarter of frequent campers say their camping trips over the last three years have become longer and more frequent.



**At Wenzel®, the mission is to help families experience the outdoors.**



**WENZEL® TENTS ARE WEATHERPROOF.**

*The Weather Armor™ process is a fully integrated weather-proofing system that protects the tents from top to bottom. The unique Weather Armor™ polyester provides the tents with tremendous toughness and reliability. The high UV resistant properties inherent in the material is enhanced by adding a polyurethane, water resistant coating, to make the fabric even more weather-proof, while maintaining a richness in color and strength that supports the 10 year warranty and quality expectations.*

*Wenzel® tents utilize durable fabrics that are lightweight, easy to pack and weather resistant. The designs guarantee comfort and the maximum use of space, both inside and out. The tent floors are welded, not sewn, therefore eliminating stitching and needle holes that create another potential area for water to penetrate.*

*All threads, zippers and webbing are treated with Weather Armor™ for superior water repellency.*

Outdoor recreation economy grew approximately 5% annually between 2005 and 2011.

Studies show that stress levels fall within minutes of seeing green spaces. (Wells, N.M. and Evans, G.W., 2003)

Short walks in nature, even urban parks, increases concentration and lessens ADHD related symptoms. (Kuo & Taylor 2004, Taylor et al. 2001)



There is a sleeping bag for virtually every temperature range and need. The sleeping bags unroll into roomy, warm cocoons that re-pack neatly into tight spaces.

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