



2016 MARKETING REVIEW

The following is a brief review of past and present press, campaigns, collaborations and events.

EVENTS

- Xanadu Beach Clean Ups
- Wanderlust Festivals
- HOWL Adventures
- Outdoor Retailer
- Agenda
- Yoga Journal Live

PRESS

- Yogononymous
- NOTCOT.org
- Upscout
- Wanderlust Journal
- Pure Green Magazine
- Ecopreneurist
- Examiner
- Misadventures

COLLABORATIONS

- Wanderlust
- Recover
- Bureo
- Proof Eyewear
- Yellow 108
- Dylan
- Vissla



– LAUNCHING IN 2016 –



WE HAVE A MATERIAL THAT DOES MORE GOOD THAN HARM.

We've partnered with Recover to bring you damn comfortable materials. Made by weaving the shredded material from old apparel and turning it into new textiles. Together we are keeping waste out of landfills, closing the loop for the textile industry and insuring a sustainable future.



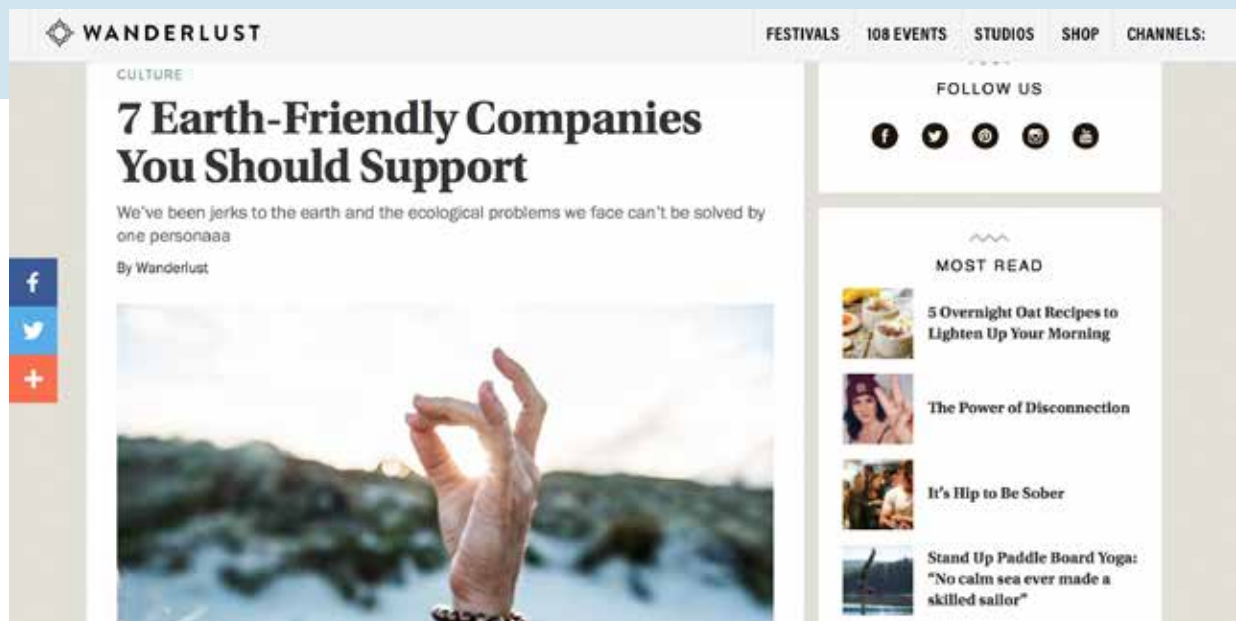


7 Earth-Friendly Companies You Should Support

Here are a few of many earth-friendly companies that truly understand this mission and are doing their part to create sustainable products we use on a regular basis. If you're still looking for a way to do your part today and every day, please support these companies. They get it.

1. NOMADIX

Our friends at Nomadix create towels from 100 percent recycled material and the designs are printed using a method that doesn't produce the toxic waste water that a traditional dying process creates. They're beautiful, durable, and they're perfect for yoga, going to the beach, camping, and beyond. Get one.



<http://wanderlust.com/journal/7-earth-friendly-companies-you-should-know-about/>



Own Less, Do More with this Sustainable Business

We're big fans of conscious consumerism here on Important Media, and we love learning about brands that are doing sustainable business right. We met the fine folks from Nomadix at Wanderlust Squaw Valley (CA), and were instantly intrigued by their awesome products and #ownlessdo-more attitude.

Doing more with less stuff is the ethos behind Nomadix, offering a line of versatile towels with purpose. Designed by outdoor enthusiasts Chace Petersen, Zack Helminiak and Hunter Robinson, the Nomadix towel can be used for sweaty yoga, laying on the beach, drying off while camping, and a million other activities...

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Own Less, Do More.
A SUSTAINABLE WAY TO APPROACH A LIFE FULL OF NEW EXPERIENCES

Crowdfunding Support
Sponsored By: **IMPORTANT MEDIA**

Your Website Starts Here
only \$3.95/mo
Get Started
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CREDO



Nomadix – one towel – four seasons

For travel, backpacking, hiking

Nomadix folds down and fits in a medium-sized Baggie. Stuck in my bike saddlebag, it's always available for a rest break or a warm-up stretching session. When I know I'll be using it right away, I just skip the Baggie and slip a rubber band around it. Worried about smell? It's anti-microbial in addition to being slip-resistant.

It's also great to keep in the trunk for summer sports events. Ever go to sit on a hot steel bleacher seat that's been baking in the sun all day. Ouch. Fold the towel into a stadium seat-sized...

The screenshot shows the Examiner.com website interface. At the top is a navigation bar with categories like 'Leisure', 'Food & Drink', 'Travel', 'Spa & Beauty', 'Autos & Motorcycles', and 'Bars & Clubs'. The main article is titled 'Nomadix – one towel – four seasons' by Maureen Bardwell, dated November 6, 2015. Below the title is a video player showing a folded towel. To the right of the article is a sidebar with 'POPULAR in TRAVEL' section, listing articles like 'Vietnamese coffee: A delicious, delightful experience' and 'Virgin America launching LAX to Hawaii service with cheap ticket to paradise'.

<http://www.examiner.com/article/nomadix-one-towel-four-seasons>



Gear Review: Nomadix Towel

The Nomadix mission is "Own Less. Do More."

They brought that mission to life by creating a high-quality versatile towel that's simply beautiful—both in its smart design and its purely aesthetic appeal. The ample-sized Nomadix towel (27.5" x 72.5") packs down small. I easily got it down to about 4" x 4" x 9". Absorbent yet quick-drying, it's good for any spur-of-the-moment adventure. And when you forget to hang it out to dry, you don't have to worry quite so much—it's anti-microbial.

An ecologically minded company, Nomadix has made this towel from 100% recycled material...

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THEupscout


Nomadix's motto is 'own less. do more.'

Nomadix's motto is 'own less. do more.' which is awesome and a message we totally support. That may sound strange coming from a site that is all about products, but we're all about the best products so you don't have to waste your time with the chaff. This \$65 towel is made from recycled polyester and nylon, is wicked absorbent, quick drying, slip resistant (yoga anyone?), reversible, anti-microbial, lightweight, durable, and packs down to just 3.5 inches by 7 inches so can go everywhere with you. It even looks great. You couldn't possibly have more items on your checklist for a towel and would bet half of those weren't on there. It is 26.5 inches by 72.5 inches so is big enough for pretty much everyone and a lot of uses.

[GEAR](#) [TECH](#) [STYLE](#) [RIDES](#) [DRINK](#) [STUFF](#)

GEAR: STYLE


NOMADIX UNIVERSAL TOWEL



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AWESOME IN YOUR INBOX

SUBSCRIBE



<http://theupscout.com/gear/nomadix-universal-towel/>



Owning Less, Doing More

In this feature, Katherine explores how owning less can liberate you in many ways: from less responsibility, more time and freedom to experience new things, and of course, less impact on our planet. She talks with Chace Petersen of Nomadix on why he created the brand the way he did, and how he feels he's contributing to positive change and encouraging a little bit of modern-day...



<http://www.puregreenmag.com/pure-green-blog/own-less-and-do-more>



YOGANONYMOUS

Nomadix: 2 Simple Ways to Improve Quality of Life (It's Not Yoga)

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The screenshot shows the Yoganonymous website interface. At the top is the logo and navigation links like 'HOW IT WORKS', 'SIGN UP / LOGIN', and social media icons. Below the navigation bar are tabs for 'LIFESTYLE', 'PRACTICE', 'WELLNESS', 'ASTROLOGY', and 'DIRECTORY'. The main content area features the article title 'Nomadix: 2 Simple Ways to Improve Quality of Life (It's Not Yoga)' by YOGANONYMOUS, dated September 22, 2014. Below the title is a thumbnail image of a person in a desert landscape. To the right of the article are two promotional boxes: one for 'GOT SOMETHING TO SAY?' with a 'CLICK HERE TO GET STARTED' button, and another for 'STUDIO OWNER?' with a 'CLICK HERE TO GET STARTED' button.

<http://yoganonymous.com/nomadix-simple-ways-improve-quality-of-life>