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## Thermacell Launches New Backpacker Mosquito Repeller

**BEDFORD, Mass. (July 26, 2016)** – Thermacell Repellents, Inc., a leading manufacturer of area mosquito repellent products, is launching an innovative repeller for backpackers that will keep mosquitos and other flying insects at bay. The new Backpacker Repeller will provide a 15' x 15' Zone of Protection and will be the first area repellent designed specifically for backpackers, a category-defining product.

The Backpacker Repeller will be powered by camping gas canisters, such as butane propane mix, and will work with all leading brands. It uses an integrated Piezo lighter to heat the allethrin infused Thermacell repellent mats, creating an odorless and invisible Zone of Protection. Allethrin is copy of a natural repellent found in chrysanthemum flowers, which repels mosquitos, black flies and no-see-ums and is an alternative to DEET, which can ruin gear and irritate human skin. The entire Thermacell line of repellent products is registered with the EPA\* and suitable for use around people and pets. The new Backpacker Repeller is pending EPA amendment this fall for addition to the product line.



“We have listened to the feedback from our loyal and passionate consumers and are very excited to launch our first Repeller tailored for the backcountry user,” said Kyle Adelman, Thermacell outdoor marketing manager. “With our respected and hard-core following in the camping, hunting and fishing category, it only made sense that we would move further into the outdoor industry with the backpacker and camping enthusiast in mind. Our new Backpacker Repeller allows backcountry travelers to explore in comfort, knowing that they are well protected from flying insects.”

The Backpacker Repeller easily fits in your pack; weighs in at 114 grams/4.0 ounces, and is compact at 97mm (height) X 50mm (wide) X 67mm (long). The Backpacker Repeller is fuel efficient and can run for more than 80 hours on even the smallest 4 oz gas canister. The Repeller comes with a water-resistant nylon carry pouch and will be available at retailers starting in winter 2017. MSRP \$39.99.

### About Thermacell Repellents, Inc.

Headquartered in Bedford, MA, Thermacell Repellents, Inc. designs, manufactures, and markets area mosquito repellent products that create a 15' x 15' Zone of Protection from mosquitoes, black flies, and other flying insects. Thermacell products use allethrin, a copy of the natural repellent found in chrysanthemum flowers and are lightweight, silent, and virtually odor free. Thermacell products can be found at most outdoor, sporting goods, home improvement, and mass merchant retailers in the U.S. and are also available



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internationally in more than 25 countries. For more information on Thermacell and its complete line of repellent products visit <http://www.thermacell.com/media> or call 1-866-753-3837.