



Slackline Industries promotes cutting edge sport and new TreePod at Toy Fair 2017

New York City (February 18, 2017) – Slackline Industries, makers of top-of-the-line slackline equipment, and TreePod-Hanging Treehouses, developer of the single point of suspension hanging tents, will attend Toy Fair in New York City, Feb. 18-21 (Booth #5551).

New on display at Toy Fair is the TreePod, an exciting tree house alternative that goes anywhere and is designed to enable outdoor fun for children and adults alike. Lightweight, portable, simple and safe, the TreePod is set to invade backyards everywhere.

In the booth from Slackline Industries will be two of its most popular slacklines – the Base Line and the Play Line. A demo version will be on hand in the booth for anyone who has yet to try this exciting balance sport.

“There’s a lot of science behind the benefits of slacklining – improves balance, trains good posture, prevents injury – but at the end of the day, it’s become so popular all over the world because it’s simple and fun,” said Ricardo Bottome, CEO of Slackline Industries. “It’s widely recognized that when kids play outside they are happier, healthier and stronger. Getting kids away from their devices with engaging outdoor activities is what we hope to achieve with these innovative products.”



Product details:

The **TreePod (\$325 MSRP)** is a single point of suspension tent-like play or lounge area that's as portable as it is fun for all ages. Made with super durable nylon and light-weight aluminum construction, the TreePod is a "treehouse without the nails". The setup doesn't require special tools and it doesn't harm trees – in fact, for every TreePod sold, [Trees for the Future](#) will plant a tree. Even where there are no trees, the available TreePod Stand (sold separately) creates a backyard adventure space like no other. Built to withstand the elements, the Treepod is water repellent and treated with a UV-protectant for longevity. Designed for safe use the Treepod holds up to 500 lbs and is fire retardant. Available in sapphire, emerald, tangerine, orchid. [Hi-res photos.](#)

Designed specifically for kids or beginners, the **Play Line (\$79.99 MSRP)** is easily packed into a backpack or shoulder bag, sets up in less than five minutes, and turns any environment into a playground. Features 50 feet of static 2-inch webbing with rubbery grip and an overhead guide line. Also includes a simple ratchet tensioner and tree protection. [Hi-res photos.](#)

The **Base Line (\$60-85 MSRP)** is the beginner to intermediate package that includes everything you need to get yourself started in the sport of slacklining – 50 or 85 feet of 2-inch webbing, an easy-to-use ratchet tensioner and tree protection. Jump on, keep your eyes on the other side and have fun! [Hi-res photos.](#)

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About Slackline Industries

Slackline Industries is the premier brand in slacklining, providing a range of high-quality products to support the entire spectrum of slackline styles and users. Based in Boulder, Colorado, Slackline Industries is dedicated to leading the industry through event promotion, setting international competition standards and pursuing product innovations that focus on performance, safety, education and environmentally responsible etiquette. Visit their website at www.slacklineindustries.com or follow them on [Facebook](#), [Twitter](#) or [Instagram](#).

About TreePod

TreePod Hanging Treehouses LLC is the newest project from Canaima Outdoors Inc., the Colorado company known since 2009 for bringing slacklining to the mainstream – currently through the brand Slackline Industries. The Canaima team are entrepreneurs and professionals with a love of the outdoors. With over 50 years of collective experience in the industry, Canaima Outdoors brings energy and expertise to the launch of the TreePod. For more information, check out the website at mytreepod.com or follow on [Facebook](#).