

Press release

marketing communication

TenCate to supply digitally printed tent cloth to camping tour operators

TenCate Outdoor Fabrics is to supply Rent-a-Tent - as the first camping tour operator - with digitally printed tent cloth for bungalow tents that will be rented to camping enthusiasts across Europe. At the Camping by Night event during the 2015 Vakantiebeurs (Holiday Trade Fair), which is being held this week in Utrecht (NL), consumers can already become acquainted with more colour for characterful camping. Digital printing techniques make it possible to create a specific camping atmosphere at camp sites and glamping locations both in the Netherlands and abroad.

The experience of camping holidays will be further enhanced in the years ahead through the addition of visually attractive elements to tents. Using its innovative, digitally printed techniques, TenCate Outdoor Fabrics can print virtually any image desired on high quality tent cloth. Following the tent makers, now camping tour operators also want to provide greater variety and personalization to target groups at camp sites in Europe.

Now a digital primeur for tour operators

Camping tour operator Rent-a-Tent has achieved a primeur with the first digitally printed front wall for bungalow tents that they are renting out at various camp sites in Europe. Campers will be able to see and experience the typically Dutch scene of bulb fields and a windmill on a number of rental tents during the coming camping season. These tent walls have been digitally printed on TenCate Residential® tent cloth, which consists of a blend of polyester fibres and moisture-regulating PVA fibres. This high quality fabric combats condensation and has a special, dirt-resistant finish, which enables the tents to remain standing for many years in all weathers - wind, sun or rain - during the camping season from March through October.

Freedom of collecting

Back in the autumn of 2014 TenCate Outdoor Fabrics introduced the Freedom Collections to its customers, the makers of tents and front extensions. Using the digital finishing of tent cloth, collections will be put together flexibly, aimed at particular target groups. Marketing & Sales Manager Herman Klompenmaker of TenCate Outdoor Fabrics in Nijverdal explains: "The camping world is going for colour! The digital printing of our high quality tent cloth will open a world of visual possibilities. Patterns and designs can now be achieved with far greater freedom. Tent makers for example will show much more creativity and daring in their tent designs, while camping tour operators will be able to gear the camping atmosphere much more precisely to the target groups that rent the tents from them."

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Camping by night at the 2015 Vakantiebeurs

During 'Camping by Night' at the 2015 Vakantiebeurs in the Jaarbeurs in Utrecht, visitors will be able to undergo the ultimate experience of camping on the spot. The lights are dimmed, real campfires crackle and food is provided in a true camping atmosphere. Visitors will enjoy the all-pervading atmosphere of a balmy summer evening during a voyage of discovery past numerous tent producers who are exhibiting their tents, caravans or campers in a realistic, evocative setting. Visitors are challenged to take a torch and go on an exploratory expedition through Hall 12 for the familiar camping experience. TenCate Outdoor Fabrics has once again supplied the largest tent doors in the world, made of flame-retardant TenCate Campshield® fabric. Just like last year, TenCate Grass has provided the landscaping synthetic turf between the tents, campers and caravans and between the aisles.

TenCate Outdoor Fabrics
Almelo, Tuesday, 13 January 2015

Note for editors:

Digital visual material is available on request on: media@tencate.com

The largest 'tent' in the world can be found in Hall 12 in the Camping by Night pavilion during the 2015 Vakantiebeurs from 14 through 18 January 2015

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TenCate Outdoor Fabrics is a leader in the development, production and marketing of protective fabrics for outdoor applications, including flame-retardant tent cloth. Its product portfolio is incorporated in such products as tents, sun awnings and structures. TenCate Outdoor Fabrics has a production plant in Europe (Nijverdal, NL).

Royal Ten Cate (TenCate) is a multinational company that combines textile technology, with chemical processes and material technology in the development and production of functional materials with distinctive characteristics. TenCate products are sold throughout the world.

Systems and materials from TenCate come under four areas of application: safety and protection; aviation and aerospace; infrastructure and the environment; sport and recreation. TenCate occupies leading positions in protective fabrics, composites for aviation and aerospace, antiballistics, geosynthetics and synthetic turf. TenCate is listed on NYSE Euronext (AMX).