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From hitting the track to hitting the sack...

...OZtrail have successfully designed and delivered rugged outdoor gear to the tourers, travellers, and thrill seekers for over 30 years. In this episode, Ben and Lauren pull up a chair for Michael and Ben from the OZtrail team to talk the origins, evolution, and future of the brand.



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Shortcuts:

- 00:00 - Intro
- 00:51 - Introducing Michael and Ben from OZtrail
- 06:30 - The Origin of the OZtrail Brand
- 08:50 - Good, Better, Best
- 11:26 - Operating Within Another Brand
- 15:30 - The Process of Refining Products
- 18:11 - Customer Feedback
- 21:53 - Balancing Product Expectations with Price Points
- 23:07 - Supplier Management and Quality Control
- 28:21 - The Overlander Range
- 32:40 - OZtrail's Awnings
- 37:32 - Freestanding Awnings
- 40:00 - Considering Product Use
- 41:43 - Roof Top Tents
- 46:12 - Considering Colours
- 47:41 - Talking the Overlander Range: Tarkine, Canning, and Birdsville Roof Top Tents
- 49:49 - The Future of OZtrail's Roof Top Tents
- 52:39 - Talking the Overlander Range: Sundowner Swags
- 01:01:23 - The Universal Swag Awning
- 01:04:15 - What's Next for OZtrail?
- 01:06:41 - Summary

Mentioned in this Episode:

[OZtrail](#)

[OZtrail Galaxy Chair](#)

[OZtrail Awnings](#)

[OZtrail Overlander Range: Roof Top Tents](#)

[OZtrail Overlander Range: Sundowner Swags](#)



Thanks for listening, tune in again for next fortnight's episode!

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If you have any questions for Ben and Lauren, make sure you head over to our [Facebook group](#) and let us know as we'd love to hear from you.

Catch you out there!