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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!