

Terra Nova Equipment Ltd

For immediate release

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TERRA NOVA'S SILVER TENT SMASHES GUINNESS WORLD RECORD

Terra Nova has smashed the Guinness World Record for the lightest tent commercially available, with the Laser Ultra 1. The company recently received confirmation that the tent, which weighs just under 600g, is now the record holder. It snatches the title from the Terra Nova Laser Photon, trimming over 200g or 26% off the record in the process.

Terra Nova was awarded the Guinness World Record for the Lightest Tent Commercially available for the first time in 2004. The Terra Nova Laserlite was a one person tent weighing just over 1kg, the same weight as a bag of sugar. Seven years and four Guinness World Records later, the Lightest Tent Commercially Available weighs nearly half of that at a mere 581g.

The Laser Ultra 1 has been designed for short duration ultra events. Although its style follows that of the popular Laser tent range developed by Terra Nova, the most striking difference is the colour; the silver translucent Ultra fabric used for the flysheet is incredibly lightweight but strong.

The Laser Ultra 1 tent won a Gold European IF Design Award when it was launched at to the trade in July 2010 at the Outdoor show in Friedrichshafen, Germany.

Managing Director, Andy Utting said, 'It is great to see our investment in new technologies paying off. When we launched the Laser Lite, people were sceptical of the robustness of such lightweight tents, seven years later, a single person tent has to be less than 1kg to be considered light, and our designs have become the blue print for the competition.'

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About Terra Nova Equipment

Terra Nova Equipment has been designing award winning tents and outdoor equipment for over 25 years. Its tents have been used all over the world from the summit of Everest to the North and South Poles. More recently Terra Nova has successfully developed superlight backpacking tents and rucksacks and holds the Guinness world record for the lightest tent in the world. The company owns three brands: Terra Nova - best in class expedition and backpacking equipment, Wild Country tents - high specification backpacking and family tents, and sleeping bags and Extremities - a GORE-TEX licensed technical clothing accessory brand