

PRESS KIT

Y-ply

Compact & multifunctional outdoor relaxation device





Why choose Y-ply ?

- Have you ever felt uncomfortable while reading on the beach ?
- Have you ever made yourself a pillow with your shoes and other stuff to be able to lie down on the sand and rest your head ?
- Have you ever thought of bringing some kind of seat to the beach and then given up the idea because it would be too heavy or cumbersome ?

Y-ply is a major innovation when it comes to making yourself comfortable on the beach or anywhere outdoors.

Y-ply is a  must have

It was nominated for its style in Köln, Germany, it was awarded a silver medal in Paris, Concours International Lépine and a gold medal in London (British Invention Show). Y-ply is a stylish, smart and minimalist object. It will provide you with amazing comfort in every lying and sitting position.



Paris 2007
Concours Lépine
Silver Medal Invention



London 2008
British Invention Show
Gold Medal



Köln 2009
German Design Prize
Nominee

Usefulness of the product :

Y-ply is not a mere gadget one buys because it is fancy without ever using it. It is a real beach accessory you will use everywhere you go, whether in grass, sand or pebbles. Just lay it on the ground and feel free to use it in whatever position you wish: as a pillow, lying on the side or as a head rest. This essential device will make your outings into a whole different experience. It relieves your elbows while you are reading and you may enjoy sunbathing while watching the children.



Comfort :

The tension of the cloth may be adjusted at will. Y-ply is suitable for everyone and was designed with the help of a physical therapist to make it even more comfortable.

Production :

Y-ply is manufactured in China according to ecofriendly standards (Azo-free, no phtalates, low cadmium...)

Weight :

One Y-ply weighs only 540 grams (about one pound) and may thus be transported easily by anyone. Once folded in its pouch it is no larger than a magazine.





**must
have**

Y-poly

ORIGIN



COMPACT



LEGER
LIGHT

MULTIFONCTIONNEL
MULTIFONCTIONAL