



Listen to the full episode here:

From the infinite horizon where the sea meets the sunlight, to the mountaintops that pierce the sky...

the range of outdoor gear by Sea to Summit covers the curves and contours of adventures that take on both water and land.

In this episode, Ben and Lauren check back in with Sea to Summit's Brand Manager Ross Smith to reveal the parts, parcels, and processes behind the brand's ever-growing success – from their first logo to their future innovations.

Tune in for their trailblazing tale!



The range of outdoor gear by Sea to Summit covers the curves and contours of adventures that take on both water and land. Image: Sea to Summit

Shortcuts:

00:00 – Intro

01:29 – Introducing Ross from Sea to Summit

03:46 – Who Are Sea to Summit?

05:14 – Distribution and Representation

09:40 – Considerations and Limitations of Aussie Distributing

12:22 – The Story Behind the Name



13:18 – Sea to Summit on an International Level
14:04 – The Head Office
15:17 – The Product Range
17:30 – The Sea to Summit Team
18:48 – Field Testing and Quality Control
20:16 – What Determines a Successful Range?
22:14 – Australian Manufacturing
25:08 – The Story Behind the Alpha Pots
30:01 – Additional Steps in Quality Control
31:43 – How Often do Products Need Revamping?
33:35 – What's in the Pipeline?
34:39 – Sustainability
36:15 – Product Range in Australia Vs Overseas
37:25 – Post-Sales Process
38:57 – Support and Service
39:42 – Ross's Favourite Sea to Summit Product
40:34 – Ben's Favourite Sea to Summit Product
42:07 – Lauren's Sea to Summit Product(s)
43:30 – Parting Words
44:02 – Summary

Mentioned in this Episode:

Podcasts:

[Ep11 – Sleep System Ratings with Sea to Summit](#)

[Ep106 – Sea to Summit Tents with Ross Smith](#)

Blogs:

[The Sea to Summit Sleep Systems](#)

Products:

[Sea to Summit – full range](#)

[Sea to Summit – sleeping bags](#)

[Sea to Summit – women's sleeping bags](#)

[Sea to Summit Alpha range](#)

[Sea to Summit X-Pot Kettle](#)

[Sea to Summit Hydraulic Packing Cubes](#)

[Sea to Summit ultralight tents and accessories](#)

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

Thanks for tuning in to this week's episode of the Snowys Camping Show Podcast. Don't forget to subscribe to us on [YouTube](#), [Spotify](#), [iTunes](#), [Amazon Music](#), [iHeartRadio](#), [Pocket Casts](#), [Podcast Addict](#), or [Stitcher](#) so you never miss an upload.

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!