

GSI2203: GSI Outdoors, ELI/A+ copy

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Santoku Knife Set

ELIs

ELI 1/ Hero Image

ELI 2 / What is this product? + Lifestyle

ALL-IN-ONE KNIFE SET

- 4" Paring Knife with Sheath
- 6" Santoku Chef's Knife with Sheath
- 6" Serrated Bread Knife with Sheath
- Folding Cutting Board
- Soap Bottle
- Dish Cloth
- Ballistic Nylon Case

ELI 3 / What makes this unique? + Product shot

ASSORTED KITCHEN KNIFE SELECTION

Stainless steel blades perfectly rockered for kitchen prep

ELI 4 / How do I use it + lifestyle

PRACTICAL ACCESSORIES

- Folding cutting board preps meals and protects surfaces
- Microfiber dish cloth keeps camp areas clean

ELI 5 / Will it break? + Product Shot

PROTECTIVE KNIFE SHEATHS

- Ensure safe handling
- Preserve blade sharpness

ELI 6 / Additional product + Product Shot

ORGANIZED, SPACE-EFFICIENT PACKING

- Fits compactly into ballistic nylon case
- Perfect for travel, fits in luggage

ELI 7 / Hard details

DIMENSIONS

11.6 x 7.5 x 2 inches

WEIGHT

1.6 pounds

ELI 8 / brand statement

FEED YOUR LOVE OF THE OUTDOORS

ELI 9/ brand logo

A+

Whether a beginner or chef supreme, the Santoku Knife Set will help you create gourmet dishes as you enjoy the great outdoors camping, hiking or in your backyard! This set offers three versatile stainless steel knives with easy-grip rubber handles—Santoku, paring, and serrated. Extras include a folding cutting board, soap bottle, and dish cloth. The Santoku Knife Set allows for top-of-the line preparation of delicious, hearty meals with skillfully cut meats, vegetables, breads, and more.

Module 1/ Brand Story

CHEF'S TOOLS FOR YOUR OUTDOOR ADVENTURES

Compact gourmet prep set for camping and hiking

Module 2/ Features

VERSATILE KNIFE SELECTION FOR ON-THE-GO CHEFS

Santoku: Chops, dices, and minces foods into thin slices

Paring: Peels and cuts fruits and vegetables

Serrated: Expertly slices bread

FOLDING CUTTING BOARD

Folds and fits snugly into side pocket of case

Unfolds to 9"x12.6" to fit a generous prep surface

CONVENIENT SOAP BOTTLE

Add soap to clean knives, cookware, hands or clothes

TWO-SIDED MICROFIBER DISH CLOTH

Quick-drying

Keeps cooking areas clean

Soft, non-abrasive side for delicate items

Rough, scoring side for scrubbing

Module 3/ Comparison Chart

	Santoku Knife Set (B001LF3ICK)	Rakau Gourmet 3-PC Knife Set (B001LF3I6G)	Destination Kitchen Set 24 (B00BRC71XY)	Crossover Kitchen Kit (B004LF3JT4)
Included Items	4" Paring Knife, 6" Santoku Chef's Knife, 6" Serrated Bread Knife, Sheaths, Folding Cutting Board, Soap Bottle, Dish Cloth, Ballistic Nylon Case	3.5" Paring Knife, 6" Santoku Chef's Knife, 6" Serrated Bread Knife, Sheaths, Bamboo Cutting Board, Dish Cloth, Knife Sharpener, rePET Cloth Case	12 pc. Cutlery Set, 2 Condiment Containers, Spicer, Mini Cheese Grater, Collapsible Whisk, Pivot Spoon, Pivot Spatula, Utility Knife, Cutting Board, Scrubber, Camp Towel, Ballistic Nylon Case	Compact Scraper, Scrubby Pad, Cutting Board, Pivot Tongs, Pivot Spoon, Pivot Spatula, Spicer, Soap Bottle, Oil Bottle, Camp Towel, Tote
Dimensions	11.6 in x 7.5 in x 2	11.6 in x 7.5 in x 2	11.7 in x 7.7 in x 3.5	7.3 in x 3.6 in x 4.3
Weight	1.6 pounds	2.1 pounds	1.76 pounds	0.6 pounds
Special Attributes	Easy, on-the-go cleaning with soap bottle and microfiber towel	Recycled microfiber towel, recycled PET case, sustainably sourced wood bamboo cutting board	Feeds 4, spices up outdoor meals with spicer + 2 condiment containers	Easy on-the-go cleaning with soap bottle and microfiber towel

Module 4 / Mission Statement

FEED YOUR LOVE OF THE OUTDOORS

Destination Kitchen Set 24

ELIs

ELI 1/ Hero Image
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ELI 2 / What is this product? + Lifestyle
24-PIECE CAMPER SET

Four full sets of utensils
Condiment containers
Folding tools
Cleaning tools
Cutting board
Utility knife
Ballistic nylon outer case

ELI 3 / What makes this unique? + Product shot

GOURMET FINE DINING

Prepare fresh, home-cooked meals outdoors

ELI 4 / How do I use it + lifestyle

DISH TOWEL TO CLEAN AS-YOU-GO

Cleans delicate and rough surfaces

ELI 5 / Will it break? + Product Shot

BUILT TO LAST

Fits securely in compact nylon case

ELI 6 / Additional product + Product Shot

2 SOFT-SIDED CONDIMENT BOTTLES

Pre-package sauces, oils or spices

Liven up fresh caught fish, meats, and vegetables

ELI 7 / Hard details

DIMENSIONS

11.7 x 7.7 x 3.5 inches

WEIGHT

1.76 pounds

ELI 8 / brand statement

FEED YOUR LOVE OF THE OUTDOORS

ELI 9/ brand logo

(Brand logo)

A+

From picturesque weekend hikes, to mountain vacations, the Destination Kitchen Set provides chef tools for outdoor life with a gourmet twist. This must-have 24-piece set feeds four and provides utensils for prepping, cooking, dining, and cleaning. GSI Outdoors is with you each step of the way—from slicing vegetables or meats to cleaning the surrounding camp kitchen site

once done. The lightweight nylon ballistic storage case can be conveniently carried or stored in cars, RVs, backpacks or luggage.

Module 1/ Brand Story

GOURMET COOKING TOOLS FOR CAMPING TRIPS

Tools for prepping, cooking, dining, and cleaning

Module 2/ Features

WATERPROOF SALT AND PEPPER SHAKER

Screws together to keep spices dry

For flavorful fine dining

COLLAPSIBLE WHISK

Mix eggs, batter, sauces, and gravies with epicurean flair

LIGHTWEIGHT GRATER

Grate cheese, carrots, potatoes, chocolate, and more

EASY-GRIP UTILITY KNIFE

Precision-slice fruits, vegetables, and meats

STRESS-FREE CLEANING

Camp towel to clean outdoor kitchen(s)

Scrubber cleans pots, pans, and utensils in any wilderness setting

Module 3/ Comparison Chart

	Destination Kitchen Set 24 (B00BRC71XY)	Crossover Kitchen Kit (B004LF3JT4)	Gourmet Kitchen Set 11, (B00BTQBDXW)	Santoku Knife Set (B001LF3ICK)
Included Items	12 pc. Cutlery Set, 2 Condiment Containers, Spicer, Mini Cheese Grater, Collapsible	Compact Scraper, Scrubby Pad, Cutting Board, Pivot Tongs, Pivot Spoon, Pivot	Collapsible Whisk, Pivot Spoon, Pivot Spatula, Spicer, 2 Condiment Containers,	4" Paring Knife, 6" Santoku Chef's Knife, 6" Serrated Bread Knife, Sheaths, Folding

	Whisk, Pivot Spoon, Pivot Spatula, Utility Knife, Cutting Board, Scrubber, Camp Towel, Ballistic Nylon Case	Spatula, Spicer, Soap Bottle, Oil Bottle, Camp Towel, Tote	Cutting Board, Scrubber, Scraper, Camp Towel, Ballistic Nylon Case	Cutting Board, Soap Bottle, Dish Cloth, Ballistic Nylon Case
Dimensions	11.7 in x 7.7 in x 3.5	7.3 in x 3.6 in x 4.3	11.5 in x 7.5 in x 2	11.6 in x 7.5 in x 2
Weight	1.76 pounds	0.6 pounds	1.08 pounds	1.6 pounds
Special Attributes	Feeds 4, spice up outdoor meals with spicer + 2 condiment containers	Easy on-the-go cleaning with soap bottle and microfiber towel	Spice up outdoor meals with spicer + 2 condiment containers	Easy on-the-go cleaning with soap bottle and microfiber towel

Module 4/Mission Statement

FEED YOUR LOVE OF THE OUTDOORS

Pinnacle Base Camper, Camping Cook Set

ELIs

ELI 1/ Hero Image
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ELI 2 / What is this product? + Lifestyle

8-PIECE CAMPER SET

- 2 pots
- 1 frypan
- 2 nylon strainer lids
- 1 cutting board
- 1 folding handle
- 1 stuff/sink sack

ELI 3 / What makes this unique? + Product shot

NONSTICK TEFLON SURFACE WITH RADIANCE TECHNOLOGY

Tested and approved for campware use

ELI 4 / How do I use it + lifestyle

ANYTIME, ANYPLACE

For backpacking, camping, boating, and backcountry environments

ELI 5 / Will it break? + Product Shot

COOKWARE FOR NOVICES AND ENTHUSIASTS ALIKE

Easily cooks sticky foods like scrambled eggs, seafood, and rice

Enjoy fresh gourmet grill cheese sandwiches to Pad Thai

ELI 6 / Additional product + Product Shot

SPACE-EFFICIENT STORAGE WITH STUFF SACK

Well suited for storage in a car, boat or evenly divided among campers

Cookware pieces are self-contained and store quietly

ELI 7 / Hard details

SMALL

Dimensions: 8.2 x 8.2 x 5.4 inches

Pots and pan size: 2L and 1.5 L Pot, 8" Fry Pan

Weight: 2 pounds, 2 ounces

LARGE

Dimensions: 10 x 10 x 6 inches

Pots and pan size: 5 L and 3 L Pot, 9" Fry Pan

Weight: 3 pounds, 7 ounces

ELI 8 / brand statement

FEED YOUR LOVE OF THE OUTDOORS

ELI 9/ brand logo

(Brand logo)

A+

Bring new highs to your car camping set-ups, backpacking or overnight camping trips with the 8-Piece Pinnacle Cookware Set. This efficient, high-performance cooking gear can sustain rough outdoor use. The two pots and frying pan in this set are made using hard anodized aluminum. This aluminum formulation enables even heating and is sealed to protect against aluminum leaching into food or reacting with acidic foods. Additionally, the nonstick Teflon surface is formulated using Radiance technology. This set also comes with 2 nylon lids, a strainer, a cutting board, a folding handle and a

stuff sack/wash basin. Enjoy excellent backcountry food and drink with the Pinnacle Cookware Set--for novices, enthusiasts, and glampware gourmards alike.

Module 1/ Brand Story

ONE-STOP COOKWARE SHOP

Prepare hearty, gourmet meals in the backcountry like you would at home

Module 2/ Features

SPECIALLY FORMULATED THREE-LAYER TOPCOAT

Maximizes heat distribution up to 400 F (~200 C)

Eliminates hot spots

RETAINS FULL SURFACE INTEGRITY

Abrasion resistance (for 5000 cycles) + Scratch resistant (for 1000 cycles)

INCLUDES CUTTING BOARD

Prep items on the go from fruits and vegetables to fresh-caught meat and fish

STRAINER LIDS

Wash raw produce

Drain pasta water and steamed vegetables with ease

EASY CLEANUP

To clean, wash with hot water, mild dish soap, and non-abrasive cloths

SAFE, NON-TOXIC

PFOA Free

Module 3/Comparison Chart

	Pinnacle Base Camper, 8-Piece Cook Set (B00AERY2P8)	Pinnacle Camper, Feeds 2 to 4 People (B006ERS6OU)	Bugaboo Base Camper, Nesting Cook Set, Large (B006ERSCNA)	Bugaboo Camper, 4 Person Camping Cook Set (B0078SCEG0)
Included Items	2 Pots, Frypan, 2 Nylon Strainer Lids, Cutting Board, Folding	3 L Pot, 2 L Pot, 2 Strainer Lids, 9" Fry Pan, Four 14 fluid ounces, Mugs w/	2 Pots, Frypan, 2 Nylon Strainer Lids, Cutting Board, Folding	3L Pot, 2L Pot, 2 Strainer Lids, 9" Frypan, Four 14 fluid ounces, Mugs, Four 14

	Handle, and Stuff/Sink Sack	Insulated Sleeves, Four 14 fluid ounce Bowls, Four 7.5" Plates, Four Sip-It Tops, Folding Pot Gripper, Welded Sink	Handle, and Stuff/Sink Sack	fluid ounce Bowls, Four 7.5" Plates, Four Sip-It Tops, Folding Pot Gripper, Dual-Purpose Carry Sack/Sink
Dimensions	Small model: Measures 8.2 x 8.2 x 5.4 inches Large model: Measures 10 x 10 x 6 inches	9.1 x 9.1 x 5.8 inches	10 x 10 x 6 inches	9.1 x 9.1 x 5.8 inches
Weight	Small: 2 pounds, 2 ounces, Large: 3 pounds, 7 ounces	3.63 pounds	3.25 pounds	3.69 pounds
Material	Non-Stick Coated, Hard Anodized Aluminum, Nylon 6-6, Silicone	Non-Stick Coated, Hard Anodized Aluminum, Clear Polypropylene, Nylon 6-6, Silicone	Non-Stick Coated Aluminum, Nylon 6-6, Silicone	Non-Stick Coated Aluminum, Polypropylene, Nylon 6-6, Silicone

Module 4/Mission Statement

FEED YOUR LOVE OF THE OUTDOORS

Microlite Water Bottle

ELIs

ELI 1/ Hero Image

ELI 2 / What is this product? + Lifestyle

STAY HYDRATED OUTDOORS OR INDOORS

Vacuum insulated water bottle

For camping, hiking, at work or home

ELI 3 / What makes this unique? + Product shot

HOT+COLD RETENTION

Keeps hot drinks hot for up to 12 hours
Keeps cold drinks cold for up to 24 hours

ELI 4 / How do I use it + lifestyle

FLIP LID AND DRINK

Press button on cap to release lid
Lid doubles as a mini-drink cup

ELI 5 / Will it break? + Product Shot

LEAK-FREE DESIGN

Lid locks closed for transport
Lid locks open for easy drinking

ELI 6 / Additional product + Product Shot

EASY TRANSPORT

Trim profile fits easily in cupholders, side pocket or backpacks

ELI 7 / Hard details

COLORS

Choose from 12 colors: Acai, Black, Blue, Green, Fuschia, Haute Red, Orangeade, Red Dahlia, Sky Blue, Stainless Steel, True Blue, and White

SIZE

350 milliliter, 500 milliliter, and 720 milliliter options

ELI 8 / brand statement

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(Brand logo)

A+

Don't leave home without the convenient Microlite Water Bottle, a satisfying blend of purpose and style. The Microlite's vacuum double-wall insulated technology maintains temperature—keeping hot stuff hot; cold stuff cold; and room temperature stuff at room temperature. Pack light for camping excursions with an ultralight design that weighs 1/3 less than traditional vacuum water bottles. The Microlite Water Bottle also stores 25% more water, helping you to stay hydrated longer. A press-button flip top provides easy access to water. The Microlite Water Bottle proudly wears an ECO Design label, in our commitment to reduce one-time use waste.

Module 1/ Brand Story

INSTANT HYDRATION FOR AN ACTION-PACKED LIFE

Use outdoors and indoors—hiking, backpacking, at work, and home

Module 2/ Features

MADE WITH 18/8 STAINLESS STEEL

Food-safe grade material with unmatched purity and durability

ULTRA LIGHTWEIGHT

1/3 lighter and holds 25% more liquid than traditional vacuum bottles

ANTI-SCRATCH PAD ON BOTTOM

Protects all surfaces

ECO SOLUTIONS BY DESIGN LABEL

Charting a climate positive path for the future of the outdoor industry
BPA-free

Module 3/ Comparison Chart

	MicroLite 720 Flip, Black (B08LQSJW9Z)	MicroLite 720 Twist 24 fluid ounce, Vacuum Insulated Stainless Steel Water Bottle, Black (B08LQVHBX6)	Boulder Flask, Graphite, 10 fluid ounce (B07W6B1Z5V)
Size	720 ml (about 24.3 ounces)	720 ml (about 24.3 ounces)	10 ounces (about 300 ml)
Type Of Lid	Flip-Top	Twist-Top	Hinged Silicone Cap
Colors	Mountain View, True Black, Stainless, True White	Mountain View, Orangeade, True Black, Brushed	Graphite and Orange
Material	Stainless Steel	Stainless Steel, Polypropylene, Silicone	Copolyester, Silicone

Module 4/ Mission Statement

FEED YOUR LOVE OF THE OUTDOORS