



Contact:
Jonathan Svilar
Phone: 510-597-3527
marketing@companion-group.com

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The Companion Group Spreads the Buzz with Virtual Reality Experience

Virtual Reality is Perfect Medium to Showcase Effectiveness of New Insect Repellent Brand

BERKELEY, CA – The Companion Group is excited to make the magic of virtual reality available to attendees of the National Hardware Show in Las Vegas next month to promote their new line of all-natural insect repellents, Not In My Backyard™.

The Companion Group worked with a VR movie production company to produce the experience, which demonstrates the difference between Not In My Backyard™ repellents versus a traditional insect repellent through an unusual and creative storyline.

“Innovation is at the heart of everything we do. We thrive on being first to market, we love being able to design products and packaging, and we’re constantly pushing ourselves to create something no one has ever seen,” CEO Chuck Adams said. “Virtual reality feels like a logical extension of that mindset.”

To create the experience, videographers set up an array of 10 GoPro cameras in the center of the backyard where filming took place. Two separate scenes were shot. The scenes were then blended together, and effects were added in post-production to enhance the experience.

The VR experience was shared at the Hearth, Patio and Barbecue Expo as well as the International Home + Housewares Show earlier this year. Attendees who stopped by – many of whom did so through word-of-mouth – were surprised and impressed, Sales Director Bobbi Pauline said.

“It was so fun to watch the expressions on their faces as they tried it out,” Pauline said.

To add to the fun, the Companion Group will be giving 50 Not In My Backyard™ wristbands (NB0100 Silicone Wearable Band with Six Refills) to attendees who stop by the booth on Tuesday, May 9th.

Not In My Backyard™, also called NIMBY™, is a line of all-natural products that help ensure a pleasant and safe outdoor experience for the entire family. The NIMBY™ line includes wristbands, clips, zappers, candles, and diffusers. Many NIMBY™ products use bug-repelling inserts made of 100% essential oils, including geraniol, eucalyptus, and lemongrass, and are safe and effective for kids and adults. The line is now available through major sales channels.

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Founded in the Bay Area in 1984, The Companion Group develops and markets an array of brands in the outdoor and indoor living categories, including Charcoal Companion[®], Steven Raichlen Best of Barbecue[™], pizzacraft[®], and Not In My Backyard[™]. In 2014 The Companion Group evolved into an employee stock ownership plan (ESOP) and continues to thrive on a commitment to creative and innovative design, unique licensing-partnerships, superior communication and service, and well-developed retail solutions for an ever-changing marketplace. For more information, visit www.companion-group.com.