



Media information
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Finally an inflatable pillow to raise expectations

Go Travel's innovative new Hybrid Pillow promises comfort and compactness without compromise.



Hybrid Pillow

Combining the unparalleled comfort of memory foam with the ultimate convenience of air, the revolutionary new Hybrid Pillow from travel accessory expert, Go Travel effortlessly blends a luxurious memory foam top with a handy inflatable base. The ground-breaking new construction packs down to palm-size, fitting in your hand.

Benefitting from an extra deep layer of premium memory foam for maximum comfort, the pillow moulds instantly to your natural contours for a more personalised fit that precisely mirrors the natural curvature of your head and neck. The inflatable base provides an immediate support boost and comfort level of your choosing for an improved seated-sleep position. The reversed construction creates a smooth inner seam, eliminating the risk of chaffing or irritation that could wake you from a peaceful slumber.



Prioritising comfort and delivering on convenience, the Hybrid's design ratio offers 65% memory foam for supreme comfort and the remaining 35% is the inflation chamber base which allows you to either boost support or compress the product in an instant. A tried and tested design blueprint, the new Hybrid Pillow is based on the Go Travel's bestselling Memory Pillow and not only does this trusted shape offer the tailored comfort and fully personalised fit consumers have come to expect, best of all, thanks to the new, inflatable base, it packs down to a quarter the original size and can fit easily in any carry-on bag. The form-fitting shape also benefits from the accessory leader's signature flat-back design, a scooped rear that provides a more intuitive upright sleeping position, offering superior sleep quality on the move.

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A convenient, drawstring carry pouch allows you to pack the Hybrid Pillow away quickly and will keep it pristine too. Guaranteed comfort anywhere, anytime, this super-small pack size definitely doesn't mean compromise.

The revolutionary, new Hybrid Pillow from Go Travel will launch at TFWA World Exhibition & Conference, stand B24, the Yellow Village. To arrange an appointment contact olivia@go.travel.

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Notes to editors:

Interviews available on request

For further press information or images please contact:

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Company Information

Established in 1978, Go Travel is the market leader for travel accessories, offering the most widely distributed range worldwide. Still a UK family business, it is just as committed to bringing innovative products to market as it was when it began 40 years ago.

What is not commonly known is that the company pioneered the concept of a co-ordinated range of travel accessories and its success has spawned an entire global industry which it still dominates to this day.

In the beginning there were just 10 products in the collection. Today, Go Travel offers over 300 accessories, designed in-house at its London headquarters. The product range can be found in over 12,000 retail locations across the UK and is stocked in over 100 countries globally. With millions of units sold each year, Go Travel has an outstanding reputation for quality, innovation and reliability bringing new and exciting products to market every year.

Go Travel is a brand name of parent company, Design Go Ltd.