



StadiumWrap's™

Unveiled on the Banks of the Raritan

By Dennis Wilson

Rutgers University hosted Princeton University in the debut of intercollegiate football in 1876. During the 28th Annual North-South All-Star Game, the campus of the Scarlet Knights was the venue for the unveiling of a new product – STADIUMWRAP – so that fans will never be cold, wet and searching for their seat again!

“We are excited to present this innovative product designed especially for loyal fans,” said Glenn Laga, the product’s creator. “StadiumWrap is the essential fan gear that will keep them warm and comfortable during any outdoor event and guarantee they will never lose their seat.”

Laga came up with the innovative idea that is pending US patent approval after his cushion seat flew off with the wind several times last fall when he arose in Rutgers Stadium to cheer the Scarlet Knights to their second post-season bowl appearance.

“Stowed as a backpack, StadiumWrap is always ready to use,” continued Laga in the press box at Rutgers Stadium. “Unfolded it is a hooded cape-like coverall that is both stylish and easy to wear. It is long enough to ensure full protection from rain, snow, wind and cold. The entire interior is lined with anti-pilling micro fleece for comfort and extra warmth. The outer shell is water repellent, wind resistant, rip-stop nylon that protects against the elements.”

He added, “StadiumWrap’s hidden rear pocket contains a high quality, low compression, removable cushion for seating comfort. Its unique design keeps the cushion perfectly placed so it never requires repositioning. The cushion provides a high-level of insulation from cold benches and is by far the most comfortable stadium cushion available. As the weather changes, StadiumWrap features side zippers that may be kept closed for that warm and toasty feeling--or opened to allow for free arm movement.”

StadiumWrap is now available for the fall seasons and is easily branded (embroidery or screen print) with team or organization logos and manufactured in team colors.

“The marketing options are endless – team or club fundraisers, promotional items, direct mail incentives, appreciation gifts and retail stadium sales,” added Laga.

Once again, the campus of the state university is the scene of a “first” in athletics.



www.stadiumwrap.net

