



YoYo Mats - The World's Only Self-Rolling Fitness & Yoga Mat

YoYo Mats announced today a new innovative concept that will revolutionize the fitness and yoga industries: self-rolling fitness and yoga mats.

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/EINPresswire.com/ -- YoYo Mats announced today a new innovative concept that will revolutionize the fitness and yoga industries by integrating a bistable element into a top quality, lightweight, eco-friendly material to make the first self-rolling fitness and yoga mats.



In an effort to raise the capital required for the initial production of a patented self-rolling fitness & yoga mat, YoYo Mats has launched a crowdfunding campaign on [Kickstarter.com](https://www.kickstarter.com).

Consumers in fitness and yoga industries have yet to find a fitness mat that remains flat during use. This patented design allows a fitness or yoga mat to unroll completely flat without curling edges, and also allows the mat to roll up by itself and stay rolled up tightly without the use of straps or bags.

The patent is applicable in a wide range of products that involve the rolling up of mats. The company has elected to utilize the patent on fitness & yoga mats for its first product. Other products and applications are under consideration.

Licensing and product development inquiries may be directed to info@yoyomats.com.

About YoYo Mats

YoYo Mats is a Los Angeles based company founded by inventor Aaron Thornton and co-founded by Dino May and Celebrity/Fashion photographer Yu Tsai. It manufactures and markets the world's only self-rolling fitness & yoga mat.

For more information, please visit <http://www.YoYoMats.com>.

Press Videos:

<https://vimeo.com/yoyomats/introduction>

<https://vimeo.com/yoyomats/howitworks>

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This press release can be viewed online at: <http://www.einpresswire.com>

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