

# BOLOTOR Officially Launches Online Store with a Groundbreaking First Commercial

*BOLOTOR, the outdoor gear brand, announces the BOLO PACK, marking the beginning of a new chapter for adventurers and outdoor enthusiasts.*

GEORGETOWN, TX, UNITED STATES,  
November 21, 2024 /  
EINPresswire.com/ -- BOLOTOR  
Officially Launches Online Store with a  
Groundbreaking First Commercial

BOLOTOR, the innovative [outdoor gear](#) brand, is excited to announce the grand opening of its online store, marking the beginning of a new chapter for adventurers and outdoor enthusiasts. After a successful

Kickstarter campaign in May, BOLOTOR is officially launching its flagship product, the versatile and multifunctional BOLO Pack, alongside a creative commercial that's already generating buzz.

“

BOLOTOR is not just a brand; it's a movement. We want to make adventure accessible, fun, and memorable,”

*Michael Stein*

The first commercial, a hilarious parody of 2001: A Space Odyssey, was written, directed, and acted by BOLOTOR's founder, Michael Stein, whose background as an actor and filmmaker shines through in this imaginative project.

In a nod to Stanley Kubrick's iconic scene, Stein dons a gorilla suit and embodies a "Crow Magnum" character, discovering the BOLO Pack in the same way Kubrick's apes discovered the Monolith. The commercial was shot entirely

on an iPhone, demonstrating the resourcefulness and ingenuity that define BOLOTOR as a brand.

BOLOTOR: Born from Creativity and Practicality



Hammock at the lake

Michael Stein, a former actor, filmmaker (Boogie Nights, The Dirk Diggler Story), and entrepreneur, has combined his Hollywood background and outdoor passion to create BOLOTOR. The brand aims to rival giants like YETI, North Face, and REI by offering unique, multifunctional products for outdoor adventurers

The BOLO Pack is a game-changer:

- A Backpack Like No Other: It opens up to a tarp, serves as a hammock, gear organizer, and even a sidewall to a pop-up tent.
- Built for Adventure: Designed to solve multiple outdoor challenges in one compact product.
- Affordable Innovation: Quality gear without the high price tag of competing brands.



Bolo Pack Backpacks



BOLOTOR LOGO

“Our goal was to create something that embodies functionality, durability, and creativity,” says Stein. “The BOLO Pack is more than just a product; it’s a tool for adventurers to make the outdoors more accessible and enjoyable.”

Lessons for Entrepreneurs: Creativity Meets Resourcefulness

BOLOTOR’s launch story is not just about an outdoor product but a masterclass in entrepreneurial innovation. Michael Stein shares key lessons for startups and small business owners:

1. Start Where You Are: Stein used what he had – his iPhone and his experience – to create a commercial that looks professional but cost almost nothing to make.
2. Do It Yourself: By acting, directing, and editing the commercial himself, Stein saved thousands on production costs.
3. Leverage Your Story: As a former Hollywood filmmaker, Stein’s storytelling ability has become a key differentiator for BOLOTOR.

4. Engage the Audience: The Kickstarter campaign succeeded by focusing on functionality and a compelling story, setting the stage for BOLOTOR's official launch.

"For entrepreneurs, the tools are often already in your hands. You don't need a blockbuster budget to create something impactful," Stein says. "The secret is authenticity, creativity, and persistence."

### The BOLO Pack Launch: A New Era for Outdoor Enthusiasts

BOLOTOR's online store features the BOLO Pack and a range of other innovative outdoor products. The brand is also committed to building a community of adventurers, sharing tips, stories, and experiences to inspire people to explore the great outdoors.

This official opening is just the beginning. Stein envisions BOLOTOR becoming a publicly traded company and a household name in outdoor gear. "BOLOTOR is not just a brand; it's a movement. We want to make adventure accessible, fun, and memorable," says Stein.

### Why BOLOTOR's Story Matters

In an era of high-cost marketing and product development, BOLOTOR shows that resourcefulness and creativity can still pave the way to success. Michael Stein's transition from Hollywood to entrepreneurship is a testament to the power of reinvention, grit, and bold storytelling.

BOLOTOR invites everyone to join their journey. Visit the [BOLOTOR online store](Insert Link) to explore the BOLO Pack and experience outdoor gear redefined.

### About BOLOTOR

Founded by Michael Stein, BOLOTOR is an outdoor gear brand dedicated to creating innovative, functional, and accessible products for adventurers. The company launched with the BOLO Pack, a multifunctional backpack that transforms into a tarp, hammock, and more. BOLOTOR's mission is to inspire exploration and redefine outdoor experiences with originality and ingenuity.

Michael Stein

Michael Stein

+1 310-420-7302

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

Instagram

YouTube

TikTok

Other

---

This press release can be viewed online at: <https://www.einpresswire.com/article/762691335>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.