

Purely Righteous Brands Partners with South African Camping Innovator The Cube Air Tent for Official U.S. Market Launch

Purely Righteous Brands brings The Cube's groundbreaking inflatable tent to USA - debuting at Overland Expo Mtn West 2026, Aug 21-23, Loveland, Colorado.

SOLANA BEACH, CA, UNITED STATES, August 13, 2026 /EINPresswire.com/ --

Purely Righteous Brands (PRB), a boutique U.S. brand advisory firm specializing in launching purpose-driven brands into the American market, today announced its partnership with The Cube Air Tent, a South African camping innovation brand set to redefine the outdoor shelter category in the U.S. The two organizations will execute a strategic U.S. market entry, debuting publicly at Overland Expo Mtn West 2026, August 21–23, in Loveland, Colorado.



The Cube Inflatable Tent

“

Our Cube tent is inflatable in 4 minutes and roomier than your first apartment, crafted for a new level of comfort and adventure more like glamping than camping and we can't wait to share with the USA”

Donovan Marais

The Cube Air Tent, born from a prototype tested in a Cape Town storm, is an inflatable camping shelter that sets up in under four minutes, sleeps four to six people, and is built to withstand real-world conditions — from coastal winds to African thorns. Already a best-seller in South Africa, the brand is now ready to meet American adventurers, with PRB guiding the journey.

Purely Righteous Brands: Experts in U.S. Market Entry
PRB was founded on the belief that brands can be a force for good. Its services span brand strategy, positioning, identity, go-to-market planning, sales activation, and full-

service U.S. launch support, working with everyone from incubator brands to Fortune 500

companies.

PRB has a strong track record introducing international brands to U.S. consumers — most recently the launch of Wild Nectar, an Australian honey brand, and Gear Hugger, an eco-friendly bike and home care brand featured in Forbes and Architectural Digest and winner of the Mindful Award for Overall Home Product of the Year. The Cube Air Tent is PRB's next major launch in the outdoor and adventure space.

“What we look for in a brand partner is simple: is this product genuinely better, and does it deserve a place in the American market? The Cube Air Tent answered both questions immediately. It solves a real problem — the miserable experience of pitching a tent — with elegant, durable design. We're excited to help bring it to U.S. consumers.”

— Andrew Aussie, Purely Righteous Brands

The Cube Air Tent: A New Standard for Outdoor Shelter

The Cube features a reinforced TPU airframe — the same material used in packrafts and rescue gear — protected by a puncture- and weather-resistant 150D Oxford outer sleeve. At 107 square feet with over 6.5 feet of standing height, it comfortably sleeps four to six, with modular connectors allowing units to zip together for group camping. An optional electric pump inflates the structure in four minutes. The Cube Pro Edition is now available in the U.S. at an introductory price of \$1,999 (retail \$2,399) at www.cubeairtentusa.com.

The team will also debut the Cube Queen Premium Plush Mattress, a luxury camping mattress with zero overnight deflation.

“The U.S. outdoor market is one of the most exciting in the world. Having PRB in our corner means we're not just showing up — we're arriving with a strategy, a community, and a story that resonates. This is just the beginning of what we plan to build here.”

— Donovan Marais, The Cube Air Tent

Bringing Your Brand to the United States? Let's Talk.

The Cube Air Tent's launch is the latest example of PRB's expertise guiding international brands through American market entry — from positioning and go-to-market strategy to sales activation and full-service launch support. PRB specializes in the eco, natural, and better-for-you categories. Brands with U.S. expansion ambitions can reach PRB at info@purelyrighteous.com or purelyrighteous.com.

About Purely Righteous Brands

Purely Righteous Brands is a Solana Beach, California-based brand advisory firm that accelerates growth for purpose-driven companies. With 150+ years of collective team experience, PRB has launched 1,500+ products across 17 categories and 12 countries, partnering with both Fortune 500 brands and emerging startups. Services include brand strategy, identity, innovation, sales, and full-service U.S. market launch. Learn more at purelyrighteous.com.

About The Cube Air Tent

The Cube Air Tent is a South African-designed inflatable camping shelter built for adventurers who demand comfort, speed, and durability. Developed by The Cube, a Cape Town-based overlanding gear brand, it inflates in under four minutes via a single-button electric pump, sleeps four to six, and features a reinforced TPU airframe that outperforms traditional pole tents in wind and weather. A best-seller in South Africa, The Cube is now entering the U.S. market with PRB's support. Learn more at www.cubeairtentusa.com.

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