

Small Business Innovation Earns Top Outdoor Product Award at Travel Goods Association Show

Beginner-focused backpacking brand Near Zero recognized for its patented DEAN system and simplified approach to outdoor gear

MESA, AZ, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [Near Zero](#), an outdoor gear company whose mission is to provide high-quality, easy-to-use lightweight gear, announced today that its Near Zero [Adventure Bundle](#) has been recognized as the

Outdoor Product of the Year winner at the 2026 [Travel Goods Association \(TGA\) Show](#). The award highlights Near Zero's commitment to innovation, quality, and leadership in the outdoor industry, reflecting the company's mission to make backpacking and camping more accessible through thoughtfully designed, lightweight gear solutions.



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Scott Jensen, Founder and President of Near Zero

The award honors Near Zero for setting a new benchmark in outdoor gear with its patented DEAN™ backpack system, the foundation of the company's ready-to-go gear bundles. Designed for versatility, durability, and ease of use, the lightweight system removes many of the barriers that keep first-time backpackers off the trail by providing everything they need to get outdoors with confidence, backed by a lifetime warranty.

"Backpacking changed my life, and it started with my dad,

Dean, taking me out on the trail. Those experiences inspired Near Zero and the DEAN™ system," said Scott Jensen, Founder and President of Near Zero. "Receiving Outdoor Product of the Year is an incredible honor because it validates our mission to make backpacking more accessible. We believe getting outdoors shouldn't require years of experience or a garage full of gear, and we're committed to creating lightweight, thoughtfully designed products that help more people hit the

trail with confidence."

The recognition comes as Near Zero continues to expand its lineup of lightweight gear and ready-to-go bundles designed to make outdoor adventures more approachable for campers and backpackers of all experience levels. By simplifying the gear selection process without compromising quality or performance, the company remains focused on helping more people spend time outdoors with confidence.

About the TGA Awards

The TGA Awards celebrate excellence across the travel, gear & adventure industry by recognizing the brands, products, and people setting new standards of innovation, craftsmanship, and leadership. The mission is simple: to spotlight the very best in the industry, honoring outstanding achievements across categories such as innovation, design, quality, sustainability, and overall impact.

Near Zero's award-winning gear, including its signature bundled kits, is available now at nearzero.co and through Near Zero's retail partners.

About Near Zero

Near Zero makes backpacking simple for beginners through its patented DEAN system and ready-to-go gear bundles. Backed by a lifetime warranty, Near Zero's mission is to make the outdoors accessible to first-time adventurers, removing the barriers that keep people from getting outside. Learn more at nearzero.co.

Natalie Mollinet

Near Zero

natalie@nearzero.co

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