



Contact: Jack Gavin
jack@providencemarketinggroup.net

For immediate release:

“The Architecture of a MYSTERY RANCH Pack”

Bozeman, MT. (June 28, 2016) – MYSTERY RANCH, an industry-leading backpack company with multiple product lines, focused on function, comfort, quality, and durability is pleased to announce the release of [“The Architecture of a MYSTERY RANCH Pack.”](#)

This detailed piece describes the reason why MYSTERY RANCH Packs are the finest load carriage system in the world. Renown pack designer and MYSTERY RANCH owner, Dana Gleason discusses the key ingredients contained in each and every product.

With over four decades of design and manufacturing experience, coupled with simultaneous in-the-field testing and real-world hammering, MYSTERY RANCH has learned a thing or two about load transfer, active framing and the importance of using only the most top-shelf materials. Within [“The Architecture of a MYSTERY RANCH Pack”](#) you'll find a detailed explanation of the “MR” Load Carriage™ credo, patented custom fitting, proven engineering that makes MYSTERY RANCH packs the most comfortable, durable packs for the long haul.

MYSTERY RANCH wants to educate users on their backpacks and what makes them the most comfortable option on the planet for big, awkward, changeable loads. What patented design elements make them easily customizable to fit you perfectly and what materials and trim components are thoughtfully chosen to make the most durable backpacks available.

Learn the “Architecture of a MYSTERY RANCH Pack here:

http://www.mysteryranch.com/architecture-of-a-mystery-ranch-pack?utm_source=Homepage&utm_medium=Jumbotron&utm_campaign=Architecture

About MYSTERY RANCH:

MYSTERY RANCH is committed to building the finest load-carriage equipment in the world. A product-driven company from the beginning, MYSTERY RANCH designs packs for the job that needs to get done, for the people committed to doing it, with the best materials available and the most durable construction methods that exist. #BuiltForTheMission