

Go Travel unveils the Ultimate 2.0 a memory pillow



The Ultimate 2.0 memory pillow cover has a machine washable cover and packs down into a hygienic carry bag

Travel accessories specialist Go Travel is set to unveil version 2.0 of its Ultimate memory pillow at the TFWA World Exhibition (Stand number: Yellow Village B24).

The pillow is an updated version of the brand's best-selling Ultimate Pillow, with the same shape. Inside, a more advanced memory foam accurately mirrors your individual contours, pinpointing precise personal comfort.

Outside, the new technical aesthetic is enhanced by Compression Bar Technology for a naturally comfortable sleep position with fully structured support. Its velour cover has a soft hand feel, while the refined tension strap construction is designed to add to its technical appeal.

While the patented tension strap allows taut closure to fully enclose the neck, it gives 100% restriction if desired and stops the head tipping forward.

The patented, fully retractable front closure system has had a technical overhaul. The housing is integrated and straps fully recessed, streamlining the silhouette. Previously two straps, it now has one that loops around the entire pillow for full 360-degree tension, further improving fit and support.

The Ultimate 2.0 pillow's soft velour fabric is thicker and silkier with a soft hand feel. The pillow is machine washable and packs down into a hygienic carry bag. Available in charcoal grey, it retails at €39.95 (US\$44).

Steve Worden, Sales Director, Go Travel, said: "Commercially, the original Ultimate Pillow was a standout success. The new design's more technical edge improves the structure and support, while maximizing comfort and we've managed to retain a competitive price position on a more luxurious product."

Established in 1978, Go Travel offers over 300 accessories, designed in-house at its London, UK headquarters. The product range can be found in over 12,000 retail locations across the UK and is stocked in over 100 countries. Go Travel is a brand name of parent company Design Go Ltd.