

## GOODLAND PRESS RELEASE

### GOODLAND, A NEW BRAND OF IMMERSIVE OUTDOOR PRODUCTS, LAUNCHES ITS FIRST OFFERING — A WOOD-BURNING HOT TUB

*Goodland's first product in a line of intentional, ritual-building objects, the new wood-burning hot tub encourages slowing down to connect with the natural world.*

**VANCOUVER, B.C.** (Oct 15th 2021) — [Goodland](#), a new brand dedicated to creating a line of design-forward immersive outdoor living products, today launches its first product: a wood-burning hot tub. Founded by furniture maker and designer Craig Pearce, Goodland creates well-designed, minimalist products for cabin, cottage, or home.

Inspired by the power of everyday rituals, each product at Goodland will encourage slowing down and connecting with nature by stimulating the senses and delivering distinct experiences. By creating a meaningful reason to pause, Goodland's products encourage a slower, more considered life. Each object in Goodland's line is thoughtfully created, using a minimalist aesthetic and deep attention to detail. Ease of assembly, durability, and sustainability are emphasized throughout the collection.

Goodland's first offering — a wood-burning hot tub — has officially begun accepting orders. Crafted in Canada and designed to emphasize quality and essentialism, the soaking tub is made entirely from recyclable materials, including aluminum, western red cedar, and oak. Sustainability is top of mind, and the tubs are an alternative to the typical hot tubs made of non-recyclable materials and requiring the use of chemicals. Beyond simply a hot tub, the wood-burning tub celebrates the entirety of the experience — gathering fallen branches, cutting wood, heating the water — and the connection with nature that's involved.

"The products we've designed at Goodland are about the experience, not just the reward. It's about creating meaningful rituals that put the value on pleasure over productivity, and allow us to find pause and connection." says Craig Pearce, Goodland.

Goodland is Pearce's newest venture after establishing the successful home furnishing brand Union Wood Co back in 2009. "For so many of us, it's easy to let work and success take priority over slowing down. Goodland was created to encourage us to find pause and immerse ourselves in the natural world, something that we all don't do enough of."

At the intersection of good design, nature, and connection, Goodland is redefining outdoor living through experiential objects that help us bridge the connection between ourselves and nature. Goodland's upcoming line of products includes bath accessories, an outdoor oven, and a bird feeder, set to launch in 2022.

#### About Goodland

Launched in the fall of 2021, Goodland is a brand of premium and immersive outdoor living products. Focusing on thoughtful design, minimalism, and quality materials, each product in Goodland's line is dedicated to fostering

harmony between people and place. Goodland emphasizes the art of pause — creating well-designed objects that give people a reason to slow down and engage with the world around them.

## Media Contact

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## Taglines/Headlines/Thought Starters

- The Art of Pause
- The Intersection of Good Design & Nature
- For a Slower, More Considered Life
- Rituals for a Life Well Lived
- Success Should be Measured in Happiness, not Productivity
- If you go half as fast, you notice twice as much

