



Our Featured Tech Gear Q&A:

STR Enduro Backpack in Hawaii Pacific Blue

Why is it called the STR backpack?

S.T.R. stands for Surf, Travel, and Roll (jiu-jitsu). These are some of the passions we share within our brand and community. If our business could revolve around traveling the world, visiting academies, surfing beautiful breaks, all while doing philanthropic work within the local community, we would die happy. We wanted to create gear that could support us and our community in these journey



So...why is this version blue?

This is our 4th version of the backpack, with every release slightly updated and improved. The first two backpacks were black with a dark grey inner bladder. Turns out, you can't see anything inside your backpack with the dark bladder! So our third version was black with a bright yellow inner dry bag. Our fourth installment pays homage to the blue hues of the Hawaiian ocean.

Any colorway requests for a future drop?



I've seen other roll-top backpacks out on the market - what makes this one special?

We created this backpack with the surfer, traveler, and jiu-jiteiro in mind. We were tired of needing a separate bag for our sweaty kimonos or soaked wetsuits (or worse, simply tossing them in the trunk or backseat of the car). At the same time, we wanted to make sure our dry gear was protected.

So instead of making a waterproof backpack like what is normally seen in the market, we created a removable inner dry bag with shoulder strap. Basically, it's two bags in one.

By doing so, we've expanded our market beyond just the surfers and jiu-jitsu players. We also added side access to the main compartment, as well as pockets and holders on the outer shell to easily store accessories.

Because of these updates, we've been getting a lot of love from rock-climbers, kayakers, cliff divers, beach-goers, and adventurers alike. Check out the highlights from our [@kekoa_collective](#) Instagram page with all the featured tags!



What's your favorite thing about the backpack?

Versatility. Hands down.

We added accessories to the backpack with one idea, and our customers came up with whole new functionalities that didn't even cross our mind.

Many would remove the inner dry back to keep the outer shell light, and use the dry bag as a completely separate shoulder bag.

Our friend Spencer would fold the roll top *inside out* which created even easier inner access, along with creating a platform to drape heavier rope on top (see below).



Side water bottle pockets doubled up as camera gear stands that were secured to the backpack with straps above.

Oliver from Dominican Republic loved his STR Enduro backpack as he was traveling back and forth on a scooter to Crossfit. The inner dry bag kept his gear dry during tropical rains.

We've seen people skip dragging a cooler around and instead, dump ice directly into the inner dry bag to keep drinks and food cold for the beach. Now gear was kept dry by being on the *outside* of the backpack!



We love it! How do I get my hands on one?

They are coming back and you're already on the list! We will be releasing our fifth edition of the STR Backpack in an all-new colorway within the next couple weeks.

By signing up to the list serve, you will have first access to the newest drop!

Mahalos for all the support! We're stoked to have the backpack support your future journey and adventures!

