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FOR IMMEDIATE RELEASE:

NEW ArcticShield® Heat Echo Light Jacket and Pant Cater to the Active Hunter

Sauk Rapids, MN – ArcticShield® allows you to stay out longer due to advancements in materials and design intended to expand a hunter's arsenal with performance driven apparel and accessories.

The new ArcticShield® Heat Echo Light Jacket and Pant feature our patent-pending ArcticShield® Retain™ Active technology utilizing nano-sized metallic particles formulated into the laminate, which efficiently retains body heat by providing thermal insulation. The product is breathable, wicks moisture away from the body, and is extremely thin, providing agility to move freely.

The water-resistant, windproof, breathable ArcticShield® Heat Echo Light Jacket and Pant are constructed of a bonded fabric using a nylon shell with fleece interior. This fleece interior contains bamboo charcoal fibers which offer natural scent minimization and heat reflective qualities. The jacket has zippered chest pockets, zippered side pockets, and dovetail rear. The pant features reinforced knees, cargo pockets, elastic waistband with belt loops, and a silicone band shirt keeper.

ArcticShield® Heat Echo Light Jacket and Pant is available in Realtree Xtra® and in sizes Medium through 3X-Large. The jacket is a great layering piece that offers versatility to hunt in many different conditions, climates, or regions, or wear as an outerwear jacket alone. MSRP: \$139.99 – Heat Echo Light Jacket; \$119.99 – Heat Echo Light Pant

ArcticShield® is one of several brands manufactured by Absolute Outdoor, Inc. in Sauk Rapids, MN. Their other brands include Onyx®, Full Throttle® and Kent Safety Products. Absolute Outdoor specializes in bringing market-leading innovation to the water sports, outdoor recreation and commercial markets. For more information about ArcticShield's other products and dealer locations, visit www.arcticshieldoutdoor.com.

