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FOR IMMEDIATE RELEASE:

ArcticShield® Launches Branding Campaign

Sauk Rapids, MN – Twenty years ago, ArcticShield® set a goal to provide outdoorsmen and women with warm, water-resistant, no-bulk products to stay out longer. Today, due to ArcticShield's advancements in materials, designs, and technologies, they now produce progressively improved, more functional gear to counter whatever elements are thrown their way, in any region of the country.

"The performance of ArcticShield® technologies Retain™ and Retain™ Active for heat retention has truly elevated the brand to household name status," according to Absolute Outdoor Marketing VP, Mary Snyder. "With that well-earned equity, now is the perfect time to market ArcticShield® as a leading brand rather than just a feature of our insulated hunting outerwear."

"The secret to ArcticShield's effectiveness is our patented Retain™ technology which consists of an aluminized polypropylene core layer in the fabric system. Think of ArcticShield® Retain™ as acting like a Thermos®. The thin aluminized layer bounces more than 90% of the escaping body heat back to the skin. Simultaneously, it deflects cold outside air away from the skin to keep sportsmen and women warmer longer," explains Jake Jacobs, Sr. Product Manager for ArcticShield®.

Because the patented aluminized system is so thin, ArcticShield® Retain™ technology eliminates the need for bulky, lofty insulation and excessive layering that impedes comfort and mobility. This improved heat retention and freedom of movement is beneficial to hunters whose success depends on staying out longer, despite the conditions.

"The ArcticShield® Boot Insulators are one of the very first products made using Retain™ heat retention technology, and 20 years later they are still one of our best sellers," according to Jacobs. The full ArcticShield® lineup includes jackets, parkas, pants, bibs, hats, gloves, boot insulators, layout blinds, packs, bags, kennel covers, and gun cases.

Retain™ Active, a more recent, patent-pending technology from ArcticShield®, utilizes nano-sized metallic powder formulated into the apparel 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 not only comfort, but agility to move freely during the hunt," adds Jacobs.

"The ArcticShield® re-branding and marketing communication efforts will be focused on advertising and public relations," indicates Snyder. ArcticShield® will continue as a sponsor for several outdoor television programs and the current pro staff program is comprised of knowledgeable, authentic "influentials" whose target audiences follow them closely and want what they are wearing. In addition, the newly branded ArcticShield® product line will be introduced through participation at key trade shows, including SHOT Show and Archery Trade Association (ATA).

Snyder expects the re-branding effort to raise additional awareness of the brand, and communicate that message consistently to retail customers and consumers. "Our staff of approximately fifty independent sales representatives have many years of experience in the hunting industry and are well versed in our newly developed products to promote sell-in to our retail buyers. Consumers will see it at retail in late summer 2016, just in time for pre-season purchases of hunting clothes and accessories."

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.

