



FOR IMMEDIATE RELEASE

frogg toggs® New Grand Chesapeake™ Waders Make Big Debut at 2018 SHOT Show New Product Showcase

These multi-climate breathable and insulated bootfoot camo chest waders are the newest in frogg toggs® line-up

ARAB, Ala., Jan. 22, 2018 — In 2018, [frogg toggs®](http://froggtoggs.com) – the undisputed leader in lightweight, breathable, affordable rain gear and waders, has dedicated itself to expanding its product line, creating new designs and developing innovative material with the latest technology. This effort is being unveiled at SHOT Show where frogg toggs® will debut its all-new Grand Chesapeake™ bootfoot camo waders in the New Product Showcase along with other new products at booth 10521.

“Our shared love for the great outdoors inspires us to continue to create products that enhance our customer’s experience, whether you’re hunting, fishing, hiking or simply enjoying nature’s wonders,” said Will Fowler, director of marketing for frogg toggs®. “We don’t just love the outdoors, and we don’t simply respect the outdoors, we understand the outdoors – and what you need to make the most of it. Our lightweight, breathable and affordable products are designed using quality materials and created with a single purpose in mind: top-of-the-line performance.”

The 2018 SHOT Show New Product Showcase will feature attendee’s newest merchandise currently available to view and order during the show. Known as the ultimate transitional wader, the Grand Chesapeake™ consists of many features that will be beneficial in a variety of elements.

Grand Chesapeake™ Wader features include:

- 220-gram zip-in/zip-out patent pending removable insulated liner system
- Zippered flip-out security chest pocket
- Internal fleece-lined neoprene hand warmer pocket
- 11-count shell holder on chest
- 2 removable neoprene 7-count shell holders that slide onto each side of the wader belt
- 4-ply polyester upper
- Heavy-duty, abrasion-resistant nylon in the shin, knee and seat areas
- 1600-gram Thinsulate™ boot
- Sizes: 7-14
- Available in two patterns: Realtree® Max-5® and Mossy Oak Bottomland™



Media representatives are invited to visit booth 10521 to meet with frogg toggs® representatives and to learn more about the Grand Chesapeake™ and additional new products. To learn more about frogg toggs, please visit froggtoggs.com or follow its social channels on [Facebook](https://www.facebook.com/froggtoggs) or [Instagram](https://www.instagram.com/froggtoggs).

ABOUT FROGG TOGGS®

Located in one of the "wettest" parts of the country, frogg toggs® was founded in 1996 on the promise of total customer satisfaction, and to this day we don't introduce a

product, make a change or commit a resource unless we know it will result in giving our customers even more reason to seek out and purchase the frogg toggs® brand. As our customer base expands from the traditional sporting segments into other outdoor activities, this commitment is strengthened rather than diluted. We understand that a growing market means increased demand for and scrutiny of product quality. Our response to this is embodied in the quality found in our ever-expanding product line. We have every confidence that each and every frogg toggs® product will provide our customers with the quality, performance and value associated with the frogg toggs® brand.

ABOUT SHOT SHOW

SHOT Show is the most widespread trade show for all licensed professionals that are involved with shooting sports, hunting and law enforcement industries being held in Las Vegas from January 23 - 26 at the Sands Expo Center. It is the world's premier show of combined firearms, ammunition, law enforcement, cutlery, outdoors apparel, optics as well as other products and services. SHOT Show will be appealing to all buyers from all 50 states and over 100 countries. The SHOT Show is owned and sponsored by the National Shooting Sports Foundation.

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