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ALPS OutdoorZ to Include ElimiShield® in Extreme Series Packs

NEW HAVEN, Mo. - ALPS OutdoorZ, premiere manufacturer of extreme-duty hunting packs and gear for big-game hunters, has announced a strategic alignment with Bryson Industries and Hunter Safety System, manufacturer and distributor, respectively, of ElimiShield® Scent Control Technology. With this new partnership, all ALPS OutdoorZ Extreme hunting packs will feature ElimiShield® as part of the fabric composition to control odor even under the most challenging hunting conditions.

Experienced hunters know that scent management is key to successful hunts. While most address scent control through body washes and topical spray solutions on boots and clothing, few consider the long-term accumulation of human and other odors on their daypacks and high-volume backpacks or pack frames.

ElimiShield® Scent Control is a powerful new technology that not only destroys human odor but helps eliminate other odors at the source. After a successful hunt, most packs will exhibit a lingering odor associated with the harvest. With the addition of ElimiShield® Scent Control to the ALPS OutdoorZ Extreme pack line, this will no longer be an issue. The ElimiShield® Scent Control formulation applied to the pack blocks odor-causing compounds from establishing themselves in the fabric, thereby preventing unwanted odors before they start. In addition, the ElimiShield® technology helps protect pack fabric from souring during off-season storage.

The ALPS OutdoorZ Extreme pack line with ElimiShield® Scent Control technology covers the gear and meat-hauling needs of all big-game pursuits—from eastern whitetail packs such as the Crossfire X to the multi-day Commander X + Pack hauler frame and pack system for remote wilderness hunting.

For more information about this and other innovative hunting solutions from ALPS OutdoorZ, visit <http://www.alpsoutdoorz.com/>.

About ALPS Brands:

Beginning in 1993 with the establishment of ALPS Mountaineering, ALPS Brands is a continuously growing and expanding group of companies dedicated to developing and manufacturing high quality, performance-driven outdoor products. Currently making up the ALPS Brands family of companies are ALPS Mountaineering, ALPS OutdoorZ, Cedar Ridge, Browning Camping and Hunting Blinds. ALPS OutdoorZ—the hunting gear moniker for ALPS Brands—made its mark several years ago by offering packs purposefully designed for remote wilderness hunting. Today, ALPS OutdoorZ products cover everything from day and expedition packs to waterfowl blinds and turkey hunting vests, as well as furniture, gun cases and sleeping bags. ALPS OutdoorZ items are sold and distributed in the best camping, backpacking and outdoor dealers throughout the entire US and Canada. For more information, please visit www.alpsoutdoorz.com.

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