

Sarah Beth Brune
sarahbeth@alpsbrands.com

For Immediate Release: November 2017

ALPS OutdoorZ Introduces the NWTF Deception

New Haven, Mo. – Brought together by a common love for hunting and wildlife conservation along with a passion for introducing turkey hunting to a new generation of hunters, ALPS OutdoorZ and the National Wild Turkey Federation (NWTF) have long collaborated to provide hunters with quality gear. They are excited to expand their popular dual-branded hunting gear line with the Deception Blind.

ALPS OutdoorZ Product Manager Zach Scheidegger says, “We are very excited to release a unique, low-profile hunting blind in 2018. Currently, the Deception Blind is the only hub-style blind of its kind on the market. It provides the perfect vantage point and true concealment many other blinds don’t offer. We think hunters will really appreciate the versatility the Deception Blind will give them in the woods.”

The uniquely designed NWTF Deception Blind features a low profile of only 46 inches. The Deception is lightweight and perfectly suited for low-profile chairs and the NWTF Grand Slam Turkey Vest – providing an exceptional vantage point all while keeping you concealed. The smaller footprint and unique four-hub design make for easy and quiet setup. The aluminum hubs are constructed with engineered tips and pins and the frame uses strong, flexible fiberglass poles. Durable polyester fabric with blacked-out backing helps keep you concealed, and the Deception also features a 270-degree SILENT-Trac window system for limitless window positions. An extra-large door opening allows for easy access while carrying gear and an oversized No. 10 zipper on the door ensures smooth and hassle-free operation. Two interior gear pockets keep you organized and ready for action and the included stakes and tie-downs secure your position. A convenient shoulder strap carry bag makes for easy transport and storage.

The NWTF is a non-profit organization dedicated to the conservation of wild turkey and the preservation of turkey hunting for future generations. To learn more about the NWTF please visit www.nwtf.org.

ALPS OutdoorZ, an ALPS Brands Company

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, Delta Waterfowl Gear, Browning Camping and Cedar Ridge.

Using the experience and knowledge gained from manufacturing high quality camping and backpacking gear under ALPS Mountaineering, ALPS Brands established ALPS OutdoorZ in 2007 with the mission of developing affordable, performance-driven hunting gear. Ten years after releasing their first group of hunting products, ALPS OutdoorZ has grown to offer packs, furniture, gun cases, sleeping bags and ground blinds. Brought together by a shared passion for wildlife and conservation, ALPS OutdoorZ is a proud sponsor and licensee of Delta Waterfowl, RMEF and NWTF products. 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.

Media Contact: Sarah Beth Brune | sarahbeth@alpsbrands.com