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## ALPS OutdoorZ® Partners with Veil Camo™

### ■ Superior, Extreme Packs Stand Out with Advanced, Cutting Edge Camouflage Science engineered by Veil Camo

NEW HAVEN, Mo. – ALPS OutdoorZ is excited to partner with the industry-leading camo company, Veil Camo – bringing cutting edge camo designs to the forefront of the hunting pack industry. The scientifically engineered concealment brings unique versatility to the signature brand of quality pack designs.

“We are in a constant state of design and development when it comes to new product offerings for our pack line, and being able to partner with Veil Camo™ is a perfect opportunity to provide our customers with innovative concealment on superior products. We are excited to offer our most popular Extreme packs in Veil Camo patterns which will take you across any terrain and through all conditions,” says Zach Scheidegger, ALPS OutdoorZ Product Manager.

For 2018, ALPS OutdoorZ is offering several key Western and Midwestern packs from the Extreme line in Veil Cervidae™ and Veil Wideland™ patterns.

For more information about the full line of Extreme packs, visit <http://www.alpsoutdoorz.com/products/extreme>.

To learn more about Veil Camo, please visit <https://www.veilcamo.com/>. You can also watch the “WE ARE VEIL” video here: <https://www.dropbox.com/sh/z9vporq2f53dgf4/AAB5XPvJbJsYAIK8MjKNQ8Ywa/We%20are%20Veil%20Camo%20%28HI%20RES%29.mp4?dl=0>

### 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, Cedar Ridge, Browning Camping and Hunting Blinds.

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, ground blinds and waterfowl gear. 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, and a percentage of the proceeds go directly into each organization to support their initiatives. 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](http://www.alpsoutdoorz.com).

### About Veil Camo™

Veil Camo is an architect of change in an industry that is moving fast. We advance camouflage science, utilize vision and perception research, and incorporate mathematical ideas found in the form and chaos of the natural world - all into a family of scientifically engineered concealment that solves problems and empowers the end-user. Veil's singular focus is to make the absolute best concealment for those who demand more. Our patterns engage selective palettes derived from colors and shades found in the regions for which they are designed. We believe our brand partners should have access to distinct and powerful camo designs without the worry that the same design will be oversaturated in a competitive market place. Standing out amongst the competition is extremely important to our valued partners. We recognize this and it's a cornerstone in how we do business. For more information visit [veilcamo.com](http://veilcamo.com) or follow the brand on Facebook®.

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