For Immediate Release: October 2017

ALPS OutdoorZ Introduces the Vital X, New Range Finder Accessory Pocket

New Haven, Mo. - ALPS OutdoorZ announces the addition of the Vital X to the 2018 Extreme line of pack accessories. “With the success of our Bino Harness X, the Vital X seems like a natural extension for any hunter to add to their collection,” says Zach Scheidegger, ALPS OutdoorZ Product Manager. “It’s nice to have the flexibility to keep your range finder close to your chest for less movement in the field.”

Instead of rummaging through your hunting pack for your buried range finder, rely on the Vital X, which is always ready for the unexpected. Constructed with 1680D Nylon ballistic fabric for unmatched strength and durability, the Vital X range finder pocket is specifically designed for ease of use and versatility on the hunt or at the range. A simple, one-snap attachment system makes the Vital X compatible with the reputable Bino Harness X, as well as a wide variety of ALPS OutdoorZ packs. The padded main compartment—which will withstand the harshest conditions—provides a safe, compact storage space for your range finder. The ultra-quiet, magnetic lid on the Vital X allows for quick and easy access to your range finder when you are closing in on your target and every second counts. Weighing in at only 3 ounces and with a MSRP of only $19.99, the Vital X accessory piece is a no-brainer, essential for any hunter’s arsenal.

To learn more about the brand new Vital X and all of the products in the ALPS OutdoorZ Extreme line, please visit http://outdoorz.alpsbrands.com/products/extreme.

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. 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