



## NEWS RELEASE

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### **GRUNDENS USA LAUNCHES NEW GAGE TECHNICAL GEAR COLLECTION**

#### ***Rainwear, Apparel and Accessories Engineered for Fishing, Boating and the Great Outdoors***

Grundens USA, a name famous for protecting Bering Sea crab fishermen and other professional mariners in the world's most extreme environments, has launched a new product line designed to bring this same level of quality and performance to all fishing, boating and outdoor enthusiasts.

This new-for-2011 brand — **Gage Technical Gear** — offers an extensive line of products developed to enhance the comfort and enjoyment of all who challenge the elements. From hardcore anglers and expedition sailors to hunters and backwoods explorers, every outdoor enthusiast will find an ideal “fit” within the Gage Technical Gear line.



Years in development, Gage Technical Gear apparel combines waterproof, lightweight performance fabrics with the quality construction and attention to detail that have made Grundens the professional's choice since 1926. A wide variety of waterproof jackets, pullovers, bibs and waist pants provide serious protection against rain, driving spray, wind and cold temperatures, keeping wearers dry and comfortable through every outdoor adventure. Gage Technical Gear waterproof apparel families include Burning Daylight, Storm Surge, and Weather Watch, as well the as wind- and water-resistant Fish On and Midway Softshell jackets. All products are offered in sizes ranging from XS to 5XL, accommodating men and women of all shapes and sizes.

More than just protective outerwear, the Gage Technical Gear collection also includes knitted head wear, wool and Dri-Release socks, moisture-wicking mid-layer wear and glove liners. In addition to clothing, the Gage Technical Gear line includes highly functional boating/outdoor accessories, including a heavy-duty waterproof duffel bag and backpack, and a deck knife/sheath specially designed for quick and easy access.

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Everything in the Gage Technical Gear collection has been engineered to provide superior performance and durability under harsh conditions. These products also provide something unexpected for this level of quality— exceptional value. “We’ve developed our Gage Technical Gear collection with affordability as a key component,” said Grundens USA, Ltd. President Mike Jackson. “This philosophy can be traced back to our commercial fishing heritage — where reasonable pricing is just as important as quality, performance and durability. Our Gage Technical Gear collection will carry on this same tradition,” Jackson added.

To learn more about the extensive new Gage Technical Gear collection, or to find the location of your nearest dealer, contact Grundens USA toll-free at 800.323.7327. Information on the Gage Technical Gear collection will soon be appearing online at [www.Grundens.com](http://www.Grundens.com) as new styles and products become available.

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