



FOR IMMEDIATE RELEASE

Striker Brands Expands Line of Ice Fishing Suits and Apparel

With the 2018-19 ice season comes the brand-new entry-level Trekker suit, a fresh style for the signature Climate Suit, 4 new glove styles, and over 30 more newly developed products across every category.

HUDSON, WI, September 8th, 2018 – The “Trekker” suit is the newest product addition to Striker’s lineup, and further serves the ice fishing community by providing a lighter-insulated and affordable option while retaining all the core technical features Striker is known for. These attributes include Sureflote® flotation assist lining, premium Thermadex® insulation, a Hydrapore® waterproof/breathable shell, and adjustable inseams to keep anglers safe, warm, and comfortable at all times.

Additionally, the flagship “Climate” suit has been redesigned to reflect an updated style for 2018. This industry leading suit keeps anglers warm in the lowest of temperatures and is also equipped for early and late season use with removable insulation and a 3-in-1 jacket design featuring the “G2” detachable softshell liner. With an abundance of storage and D-rings for tackle and tools and premium materials inside and out for comfort and protection, there is simply no better performing suit on the market than the Climate Series.

New Striker products are always built with a wealth of input and feedback from experienced pro-staff anglers to ensure that the serious ice-angler’s expectations are met. With this in mind, Striker has increased focus on an expanded line of product offerings beyond suits in categories like Gloves, Layering, Sportswear, Women’s, and Headwear to provide fishermen premium apparel both on and off the ice.

The complete offering of products can be found online at <http://www.strikerbrands.com/>, or browse our digital catalog [here](#).