



Striker Brands Introduces eVolve Rainwear and New UPF Clothing

The arrival of Spring 2019 brings with it the arrival of an all new line of Rainwear and UPF Clothing from one of the fastest growing fishing outerwear companies in the country.

HUDSON, WI, March 18, 2019 – The eVolve line of rainwear is the latest addition to Striker Brands premium line of outerwear clothing. Utilizing eVent™ fabric technology, the eVolve Jacket and Bib provide anglers with clothing that is the most waterproof, windproof, and breathable rainwear on the market.

The engineering and development of the eVolve jacket and bib starts with the treatment of each individual strand of fabric to ensure the most comfortable experience in the worst of conditions. The 3-point adjustable hood, adjustable hem and cuffs are designed with movement and comfort in mind. Patented Direct Venting™ technology allows moisture vapors to flow seamlessly through the jacket immediately after you put it on; unlike other leading competitor's fabric that requires a certain temperature range before performing

its maximum breathability function. The eVolve jackets

and bibs are constantly working to keep you dry and comfortable, and that's how it should be.



To compliment the eVolve rainwear for the Spring 2019 season, the new Striker UPF products are going to hit the market as well. You can expect a well-rounded mix that includes UPF hoodies, long sleeve tees, gloves, gaiters, shorts and pants. Each item in the line was designed with form and function in mind to provide our customers with the most useful and desirable clothing on the market. These “must-have” clothing items incorporate UPF ratings of 45 and 50+, Permanent Cooling Yarn technology, removable sun gaiters, DWR water repellancy, 4-way stretch for comfort and mobility.

The complete offering of new products can soon be found online at Strikerbrands.com.

ABOUT | STRIKER BRANDS

Since 2005, Striker Brands has created premium technical apparel and gear for serious outdoorsmen and women everywhere. The brand took the ice-fishing industry by storm with the popular Sureflote® flotation assist suits, and continues to serve the outdoor industry by building the latest improvements in comfort, safety, and durability into each new product.