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(Seattle, WA) – Nikwax® is the global leader in aftercare products for outdoor performance apparel and gear. The brand was founded in 1977 by Nick Brown, an avid hiker and traveler, who designed a waterproofing wax to keep his leather mountain boots dry. Today, Nikwax is the trusted global leader in environmentally safe and effective aftercare solutions. The products extend the performance life of technical clothing, footwear and equipment. Nikwax is the only major aftercare line to have never used aerosols or fluorocarbons. Distributed in over 50 countries, Nikwax can be found in bike shops, hardware stores, outdoor chains, footwear boutiques and more.

## WHY SELL NIKWAX?

- High Value to Customer
- Low Cost to Start – \$250 for recommended cycle assortment
- High Margins – 52%
- Consumer Brand Loyalty – 70% U.S. outdoor market share
- Proven Performance – 40 years of aftercare leadership
- Environmentally Friendly – No aerosols or fluorocarbons (PFCs)

## RANGE OF PRODUCTS

### CLEANING

- Technical apparel
- Down Products
- Base layers
- Gloves
- Footwear

### WATERPROOFING

- Technical Apparel
- Down Products
- Fleece
- Softshells
- Cotton
- Gloves
- Footwear
- Tents & Packs

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For sales inquiries, please stop by booth #8177 or visit [nikwaxna.com/ib16](http://nikwaxna.com/ib16).

For media inquiries, please contact Kate Ketschek, [kate@revolutionhousemedia.com](mailto:kate@revolutionhousemedia.com).



# WARM, DRY, AND STINK-FREE RIDES

## CYCLING OUTERWEAR



### CLEAN

Tech Wash is a soap based, biodegradable cleaner that effectively cleans, while leaving water-repellency intact.

### ODOR CONTROL

BaseWash is a mild biodegradable detergent, which deodorizes and enhances the wicking of synthetic next-to-skin cycling clothing.



## WATERPROOF

TX.Direct is the world's number one high performance waterproofing for breathable waterproof clothing that is easy, safe, and quick to use. PFC-free, solvent-free, and no heat activation required.

