



Adventure Medical Kits Redesigns Mountain Series First Aid Kits

Updated Kits feature the latest guidelines & medical products for wilderness emergencies

Littleton, N.H. (July 2016) –Adventure Medical Kits’ set the standard for first aid kits for the outdoor arena in the late 80’s with their Mountain Series collection. For 2017, the Brand is re-launching the collection with an exciting new interior and exterior design and updated contents to reflect the latest guidelines in wilderness medicine. Two new kits, the Day Tripper Lite, \$15 and Hiker, \$25 join the collection. The kits will be available to ship April 2017 and will be on display at the Outdoor Retailer Summer Market 2016.

The Mountain Series first aid kits now include; the Mountaineer, Guide, Explorer, Backpacker, Hiker and Day Tripper Lite. Ranging in price from \$15 to \$200, the kits are ready for day hikes, multi-day backpacking trips or expeditions. Each kit is clearly labeled to show the user how many people and how many days the kit is designed for.

The Day Tripper Lite, \$15, weighs just 3 ounces and is designed for 1-2 people for 1 day on the trail. An excellent option to throw in your daypack, the kit will ready the user for blisters, bug bites, cuts and scrapes encountered along the way. The Hiker, \$25, is a comprehensive kit featuring pre-labeled fold-out pockets filled with medical supplies to treat common hiking injuries including blisters, sprained ankles, bleeding and other medical issues.



Housed in a new oval bag design, all of the kits feature water resistant outer zippers and 2X PU-Coated Denier Nylon that protect the contents from the elements. The back of the kits now have an exclusive kit map that lists all supplies and clearly shows where they are located in the kit. The interior pockets utilize Urethane windows and are organized by injury to provide fast and effective first aid. The Mountain Series kits are filled with quality components that provide the medical solutions they need including treatments like AfterBite®, QuikClot®, Easy Access Bandages®, Glacier Gel® and AfterBurn®. The four larger kits come with Adventure Medical Kits’ Comprehensive Guide to Wilderness & Travel Medicine by Adventure Medical Kits’ co-founder Dr. Eric Weiss. Now in it’s fourth edition, this guide offers the most up to date wilderness medical information and it gives key advice and acts as a guide for using the kits’ contents. The two smallest kits come with a first aid instruction booklet.

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About Adventure Medical Kits

For over 25 years Adventure Medical Kits has had the privilege to bring the most innovative and comprehensive medical and survival solutions to the outdoor industry. For every blister and broken bone that the Brand has helped mend, for every unexpected night out spent warmly in one of our bivvies, Adventure Medical Kits keeps you safe.

About Tender Corporation

Tender Corporation's headquarters have been nestled in the heart of the White Mountains in Littleton, New Hampshire since 1975. The company is the proud manufacturer of the world-famous insect bite treatment, After Bite®, and now also has a breadth of brands spanning the preparedness industry. From a full line of well-known insect repellents, Ben's® and Natrapel®, to first-aid and emergency preparedness brands like Adventure Medical Kits®, Easy Care First Aid™, Survive Outdoors Longer and After Burn® - they've got you covered. Always striving to be on the forefront of innovation, many of Tender's products are packaged in ways that allow them to be both convenient to use and environmentally friendly. <http://www.tendercorp.com>.



Survive Outdoors Longer Introduces Escape Pro Bivvy with Dynamic Breathability

All -In-One Shelter Offers Emergency Protection for Multi-Day and Ultralight Hikers

Littleton, N.H. (July 2016) – Continuing to evolve their innovative shelters, Survive Outdoors Longer introduces the most durable, breathable, lightweight, and heat reflective bivvy on the market, the Escape™ Pro. This advanced bivvy features Sympatex® Reflexion® performance fabric that reflects over 90 percent of your body heat, is windproof and waterproof, and provides a dry sleep with a 2.5 ply Sympatex® laminate that is highly breathable. At 8.5 ounces (240g.), it's a great choice for multi-day trips, ultralight hiking, and emergency situations. The bivvy will be available to ship February 2017 and will be on display at the Outdoor Retailer Summer Market 2016.

"We hit a sweet spot in the market with the original Survive Outdoors Longer Escape bivvy and the new Escape Pro improves the performance by a factor of ten." said Frank Meyer, Chief Marketing Officer at Tender Corporation. "The Escape™ Pro bivvy uses the Sympatex® Reflexion® fabric, which is a huge advance. Now we have the ability to capture and generate warmth for the user without sacrificing breathability or adding heavy insulation. We're excited to add this technology to our collection of shelters."

Meyer went on to say: "The Escape Pro continues our expansion (and increased sales) of the bivvy category for outdoor retailers. Consumers traditionally bought a bivvy to use with their sleeping bags as an outer protection layer when sleeping under a tarp or the dark, sometimes, rainy night sky. The heat reflective warmth of the Escape series of bivvies, makes you ask the question: do I even need to bring my sleeping bag? We argue that in temperatures greater than 40F (4.4C), which is most of the summer, you can leave your heavy, space consuming sleeping bag at home and reduce your gear kit weight by at least 1lb. (453g) to 3lbs. (1.36kg.)."



The Escape Pro bivvy includes a 24" (61cm) zipper side opening, a drawstring closure hood to cinch up on colder nights and taped seams to keep moisture out. It measures 31"x 84" (231cm x 78cm). Ideal for multi-day backpack, kayak, or bike-packing trips as a standalone sleep system in the summer or as outer protection and increased warmth for your sleeping bag in fall, winter or spring. Great for use as an emergency shelter on day trips in all four seasons.

Survive Outdoors Longer's existing collection of protective bivvies and shelters, includes the Escape™, Escape™ Lite, Thermal bivvy, and Emergency Bivvies. Prices range from \$17-\$60. The Escape™ series including the Escape™, and Escape™ Lite Bivvy, are fashioned from a non-woven, spun-bonded olefin with a vapor-deposited aluminum coating. The Escape series are all breathable, windproof and water-resistant. The special material also reflects 70 percent of body heat, to build warmth and stay comfortable.

The Thermal bivvy is a windproof and waterproof bivvy made with a metalized, non-woven material with a side vent for moisture management. The Emergency Bivvy, available in XL and regular sizes, is made from a HeatSheets® material and reflects up to 90 percent of body heat. The Emergency bivvies are rip-resistant, repairable and recyclable.

About Survive Outdoors Longer

Products that are intuitively designed, including expertly written instructional materials, and high-performance multi-functional tools that can be trusted to deliver when it matters most, define the premiere name in outdoor survival gear, Survive Outdoors Longer. Today, Survive Outdoors Longer encompasses key items from the most important survival categories including: essential survival tools, survival kits, signaling devices (mirrors and whistles), fire starters and emergency shelters (reflective blankets and bivvies). Survive Outdoors Longer is committed to designing category-defining tools, kits, and essentials plus instructions, tips, and techniques from experts in the field. For more information on Survive Outdoors Longer products, visit www.surviveoutdoorslonger.com.

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Ben's®

Tick & Insect Repellent

Ben's Tick & Insect Repellent Adds Premium Clothing and Gear Spray

Stay Bug-Free with a Second Line of Defense

Littleton, N.H. (July 2016) – Ben's®, the maker of long-lasting mosquito and tick repellents, introduces Ben's® Complete Clothing and Gear premium insect repellent. The 24-ounce pump sprayer contains 0.5% Permethrin to keep insects off people and their gear. Apply to clothing, tents and other gear for an extra level of protection against mosquitoes, ticks, and insect-borne viruses including the Zika Virus. The formula bonds to the fabric fibers for long lasting protection from biting insects. Used in conjunction with other repellents including Ben's® Tick & Insect sprays helps users to stay bug-free with this second line of defense. The product will be available in stores and online February 2017 and on display at the Outdoor Retailer Summer Market booth 5017 in August 2016.

Ben's® Complete Clothing and Gear premium insect repellent is designed specifically to treat gear and clothing prior to use. Each 24-ounce sprayer bottle contains enough repellent to treat four complete outfits.

For additional protection, Ben's® 30 Tick & Insect Repellent guards the user for up to 8 hours. The unique formula is made to evaporate slowly - so repellent stays on longer with little absorption into the skin.

About Ben's

Ben's® Tick and Insect repellent (available in 30 percent and 100 percent DEET offerings) provides 8-10 hours of protection from ticks and insects that may carry infectious diseases. The CDC recommends a minimum of 30% DEET to protect yourself against biting insects and the diseases they may carry.

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