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10X Announces Scent Control Hunting Apparel with Scieissent

Fort Worth, Texas (Oct. 15, 2015) – 10X, the long-standing brand of technical hunting gear, will partner with Scieissent, makers of Agion Active XL® odor control technology, on a new line of hunting apparel that will give hunters the stealth they need to stay undetected in the field. Agion Active XL, a unique dual-acting technology, effectively reduces odor causing bacteria and traps body odors in and around the fabric.

“Scent control is critical to any hunter’s pursuit of big game,” states Alan Burks, director of marketing at Walls Brands. “By partnering with Scieissent, we are offering a line of performance products with a leading odor-management technology. The combination of this premium scent-control formula with technical fabrics makes 10X the clear choice for serious hunters seeking performance gear at an affordable price.”

Agion Active XL offers two levels of odor protection that help keep hunters invisible to big game. Agion’s silver-based antimicrobial application controls the growth of odor causing bacteria while proprietary LAVA XL® odor-control technology traps odors as they are exposed to the fabric from inside and out. Unlike most odor control technologies that require washing to regenerate, Agion Active XL has the unique ability to continuously regenerate between washings. In intensive, long-term testing, the Agion Active XL reduced odors by more than 95 percent and remained nearly that effective after 50 washes.

“Alone, antimicrobials and odor absorbers each have their own advantages and disadvantages, but together, with the right mix, Agion Active XL maximizes odor control performance benefits of each,” says Steven Cunningham, marketing director of Scieissent. “We look forward to bringing this technology to the public through our partnership with 10X camouflage. Who better to appreciate the high performance, low maintenance odor control of Agion Active XL than sportsmen spending long hours outdoors.”

To learn more about 10X and Scieissent, please visit www.walls.com and www.scieissent.com.

About 10X

For over 75 years, 10X® has been the premium brand of gear for the hunter who seeks to perform at his or her best. 10X delivers technically superior fabrics designed to help hunters succeed in every weather condition. 10X is a long-time partner of both Realtree® and Mossy Oak®. Williamson-Dickie Mfg. Co. acquired Walls Industries and its portfolio of brands— including 10X, Walls®, Liberty® and Big Smith®—in 2013. For more information, visit www.wdcorp.com and www.walls.com.

About Scieissent LLC

Scieissent is a leading provider of customized antimicrobial solutions that enhance the value of customers’ products. Agion® antimicrobial solutions from Scieissent have been incorporated into a wide range of healthcare, industrial, and consumer applications, including medical devices such as central-

venous catheters and IV-access ports, drinking-water applications like water filters and ice-making equipment, and textiles and apparel. The company's brands include Agion, Agion Active, and Sciessent Lava and are based on naturally occurring elements. Sciessent customers include leading international brands including Vygon, Medegen, Scotsman, Everpure, Follett, Honeywell, Adidas, Reebok, and Skechers.