



Snugpak®

Exclusively Distributed in
North and South America by:
Proforce Equipment, Inc.
Contact: Richard Lewis
8913 Linksvue Drive
Knoxville, TN 37922
P: 305.436.7984
www.snugpakusa.com

PR Contact:

Laura Burgess Marketing
P: 603-682-3316
laura@lauraburgess.com

Visit Snugpak at SHOT Show® 2024 in Booth 20221, Jan. 23 – 26, 2024 in Las Vegas, Nevada.

FOR IMMEDIATE RELEASE

Snugpak® Introduces Two New Jackets at 2024 SHOT Show®

Snugpak® will unveil the new Snugpak Tactical Softie® Jacket and Snugpak Tactical Softie® Smock at the 2024 SHOT Show® in Booth 20221 in Las Vegas, Nevada, Jan. 23 – 26, 2024.



Knoxville, Tenn. (January 2024) – [Snugpak®](http://www.snugpak.com), manufacturer of clothing and outdoor products distributed exclusively for the North and South American markets by Proforce Equipment, Inc., is pleased to introduce two new jackets, the Snugpak Tactical Softie® Jacket and Snugpak Tactical Softie® Smock, during the [2024 SHOT Show®](http://www.shotshow.com) at Booth 20221. The show will be held Jan. 23 – 26, 2024 at The Venetian Expo and Caesars Forum in Las Vegas, Nevada.

Experience the pinnacle of warmth with the Snugpak Tactical Softie® Jacket, which redefines comfort and performance in extreme conditions. Manufactured in Snugpak's UK Factory using its exclusive SOFTIE® PREMIER insulation with Paratex Micro outer and Paratex Light lining. The Unit/Name Badge Soft Hook and Loop Patches allow for personalization on the jacket with ease.

The jacket also features a two-way YKK® front zip, allowing the jacket to be unzipped from the top or bottom for quick ventilation or easy access to gear. The elastic drawcord-adjustable neck and hem are secret weapons against the cold. Seal in warmth and boost insulation, ensuring every adventure is met with the utmost comfort and protection.



The roll-away elasticated drawcord-adjustable hood allows the wearer to be prepared for unpredictable weather. Ready to deploy whenever needed, it adds an extra layer of defense against the elements. The Paratex Micro's high moisture-vapor transmission rate ensures the wearer remains comfortable even during intense activities, making the Snugpak Tactical Softie® Jacket the ideal choice for those who demand performance without compromise.

The Snugpak Tactical Softie® Jacket weighs 27 oz. / 760 g. (medium) and can withstand temperatures with a COMFORT Rating of -5°C / 23°F LOW -10°C / 14°F. Available in Black and Olive with an MSRP of \$399.00 and the MultiCam MSRP is \$449.00. Available in sizes SM – XXL.

The Snugpak Tactical Softie® Smock is the epitome of innovation for outdoor enthusiasts providing unparalleled functionality and warmth. The two-way YKK side vent zips offer unrivaled access to lower layers, holsters, and belt equipment. These zips can be fully opened from the top or bottom, providing enhanced ventilation for maximum adaptability in any situation. The TS1 fabric lining is a high-performance, textured, and moisture-wicking material that elevates the smock's thermal capabilities, ensuring the wearer stays cozy and comfortable in the harshest conditions.

Carrying essentials is easy with the large chest pocket featuring a Hook and Loop strip and a YKK zip. The pocket zips not only grant access to a generously sized front pocket but also offer a lined hand warmer pocket with TS1 lining for extra warmth and comfort. The ¼ Length YKK Zip allows the wearer to regulate temperature according to their needs, allowing one to stay adaptable and comfortable in changing climates. Like the Snugpak Tactical Softie® Jacket, the Smock also offers Unit/Name Badge Soft Hook and Loop Patches. The elasticated drawcord-adjustable neck and hem seal in warmth and aid in insulation. The Paratex Micro's high moisture-vapor transmission rate keeps the wearer dry when active, making it the ultimate choice for those who demand breathability and performance.



The Snugpak Tactical Softie® Smock weighs 27 oz. / 760 g. (medium) and can withstand temperatures with a COMFORT Rating of -5°C / 23°F LOW -10°C / 14°F. Manufactured in Snugpak's UK Factory from TS1, Reflectatherm, and Paratex Micro with Snugpak's exclusive Softie® Premier insulation, it is available in Black and Olive with an MSRP of \$449.00 and the MultiCam MSRP is \$499.00. Available in sizes SM – XXL.

The SHOT Show is owned by NSSF, the firearm industry trade association, and is restricted to the shooting, hunting, and outdoor trade professionals and commercial buyers and sellers of military, law enforcement, and tactical products and services ONLY. The SHOT Show is not open to the general consuming public (e.g., private visitors, hunters, sport shooters, members of hunting and sports shooting clubs, etc.). Proof of professional affiliation is required.

Find a local [dealer here](#) for any of the exciting Snugpak products. All sales inquiries can be directed to snugpak@snugpakusa.com. Stay in the conversation by following us on [Facebook](#), [X](#), [Instagram](#), [YouTube](#), or by visiting the website at www.snugpakusa.com.

About Snugpak®

Founded in 1977, Snugpak® products have been used on every permanently inhabited continent and the company enjoys long-standing contracts with many government defense agencies for both sleeping bags and clothing. This is due not only to the performance of our products but also our quality workmanship and materials that go into every item Snugpak proudly puts its name on. Snugpak's reputation for quality and on-time delivery ensures its standing as an international brand leader.