

FOR IMMEDIATE RELEASE

XGO® Unveils Comprehensive Brand Revamp, Introducing Mission-Driven Layering System and New Signature Collections

Southern Pines, NC — January 2026 — XGO®, a trusted leader in U.S.-made performance and flame-resistant apparel for the U.S. Military, Law Enforcement, and First Responders, today announced a comprehensive brand revamp designed to modernize its product architecture while remaining grounded in its core mission: providing the warfighter with the best gear so they can focus on the mission.

At the center of the revamp is the transition from XGO®'s long-standing numeric “Phase” system to a **mission-driven naming structure rooted in military doctrine**. The new system brings clarity, purpose, and narrative alignment to XGO®'s base-layer offerings—without changing the proven performance customers rely on.

The new XGO® layering system includes:

- **Scout (Phase 1)**— Lightweight foundation and first line of protection in both Performance (NonFR) and Flame Resistant (FR)
“Every mission begins with a Scout.”
- **Vanguard (Phase 2)** — Midweight balance and dependable strength in both Performance (NonFR) and Flame Resistant (FR)
“Lead the advance. Rely on Vanguard.”
- **Outpost (Super Midweight NonFR)** — Super midweight grid fleece built for endurance in Performance (NonFR)
“Hold the edge. Trust the Outpost.”
- **Parapet (Phase 4)** — Heavyweight insulation and maximum defense in both Performance (NonFR) and Flame Resistant (FR)
“Your last line of defense.”

Expanding beyond the core system, XGO® also introduces **The Citadel Collection**, a performance-focused pinnacle collection engineered for extreme cold and sustained exposure when insulation and durability must endure beyond conventional layers.

New Signature Collections

The brand revamp also includes the introduction and refinement of two signature collections:

- **Warrior’s Wool** — A premium flame-resistant wool blend collection combining the natural performance of wool with advanced FR protection. Designed for comfort, thermal regulation, and resilience in demanding environments, Warrior’s Wool represents the next evolution of natural-fiber FR solutions.

- **The Squadron Collection** — A purpose-built combat and duty apparel line engineered for mobility, durability, and integration with modern load-bearing equipment. Designed to perform as part of a complete system, the Squadron Collection reflects XGO®’s commitment to function-driven design.

“This brand revamp is about clarity and connection,” said **Houston Brady, Director of Marketing/Sales at XGO®**. “Our products have always been mission-proven. Now their names, structure, and storytelling reflect the same discipline, intent, and heritage as the men and women who wear them.”

All XGO® products, apart from one specialized TAA-Compliant item, remain **Berry Compliant** and manufactured at XGO®’s production facility in Candor, North Carolina.

The refreshed brand, updated naming system, and new collections will roll out across XGO®’s digital platforms, catalogs, and authorized distribution channels throughout **2026**.

Want to learn more? Stop by the XGO® Shot Show Booth - #62102


About XGO®


XGO® is a U.S.-based manufacturer of high-performance and flame-resistant apparel for the U.S. Military, Law Enforcement, and First Responders. A division of Longworth Industries, Inc., XGO® designs, manufactures and distributes products in the United States, delivering Berry-Compliant or TAA-Compliant solutions engineered for mission success, durability, and protection.


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