



Browning Uses Thermore's Antibacterial Technology To Help Hunters Hide in Plain Sight

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SEATTLE, WA – Savvy sportsmen know success in the field depends on being invisible. That's why Browning® has introduced the new Hydro-Fleece A.T. 4-in-1 Parka with Thermore's® antibacterial insulation technology.

Browning calls the scent-controlling technology OdorSmart™ because it really is engineered to outsmart odors. Thermore's antibacterial insulation delivers the ultimate in concealment by neutralizing odor-causing bacteria. It acts like a giant filter to reduce outbound scent so hunters have the best shot at bringing home this year's trophy.

The scent-control insulation wraps wearers in an odorless micro-climate, reducing scent emission in the field. Best of all, the scent-reducing qualities won't fade away with normal use, because Thermore built it into the structure of the insulation. The garments are machine washable for easy care and provide long-term scent-reducing use in the field.

This is one high-tech hunting garment that outdoorsmen will appreciate all season long.

For comfort during cold, wet hunts, the Hydro-Fleece Parka uses new Quiet Technology Gore-Tex® construction that's waterproof, windproof and breathable. Gun and bow hunters can rely on Hydro-Fleece for complete protection from Mother Nature's worst. And this unique material is so soft and quiet it even eliminates noisy arm "rustle."

Browning's Hydro-Fleece A.T. 4-in-1 Parka is the perfect all-weather hunting garment. Even the liner has special features that adjust to the seasons. Designed with a quiet camo shell fabric that reverses to a solid color, it can be worn without the parka during warmer spring turkey or early fall hunts. Like the jacket, it uses Thermore's antibacterial technology to aid concealment.

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The host of features that make this parka a must-have for every hunter continues with a rugged one-piece, no-seam shoulder construction that increases mobility. Two oversized, spill-resistant bellows pockets with magnetic closures provide plenty of room for gloves, calls and other hunting necessities.

Four handwarmer pockets add comfort and convenience; two behind the bellows pockets and two more on the chest. Storage options abound, including two Expander System pockets with convenient cartridge loops and a zippered security pocket inside the parka that's handy for valuables.

A detachable, three-piece hood with one-hand, adjustable closure and separate height control delivers protection from inclement weather. Lightweight, neoprene cuffs with molded hook-and-loop tabs and full-length storm flap keep wind and rain out and body heat in.

Sizing ranges from S to 3XL and the Hydro-Fleece Parka is available in Mossy Oak® New Break-Up® to ensure hunters stay out of sight.

Although invisible in the field, the parka stands out in the retail environment thanks to a descriptive Thermore hangtag. The colorful card explains Browning's OdorSmart to the hunter at the point of sale with easy-to-understand copy and illustrations.

Browning's Hydro-Fleece A.T. Series is loaded with usable features and includes parkas, rain jackets and pants, insulated bibs, caps and gloves to keep hunters warm and dry. Visit www.Browning.com for more information.

Thermore is a global manufacturer and marketer of high-tech insulation used in rugged outerwear, skiwear, work wear, footwear, gloves and industrial apparel. The company is a pioneer in the development of advanced fibers and innovative structures that help outdoor enthusiasts maintain their natural warmth even in extreme environments. For more information, visit www.thermore.com.