



Hunting Apparel has gone High-Tech

Gamehide and Thermore Create Hunting Apparel That Changes with the Temperature

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Seattle, WA – “Everybody talks about the weather, but nobody does anything about it,” is a saying that needs some updating. That’s because Gamehide[®] and Thermore[®] have teamed up to craft a radical new outerwear system that not only protects hunters from weather – it actually *reacts* to it.

The secret to Gamehide’s new Mathew’s Collection Solo Midweight[®] Apparel System is Thermore’s innovative T98[®] temperature-adjusting insulation. This technological advancement allows hunters to be comfortable on cold mornings and warm afternoons thanks to the “smart” insulation’s ability to change with the weather.

When the weather is cold, T98 insulation reacts by closing up to prevent body heat from escaping through the garment. When the temperature warms up, T98 insulation expands to allow excess body heat to leave. This performance-enhancing technology provides hunters with apparel they can wear over a wider range of weather conditions – and hunting seasons -- without sacrificing comfort.

"The T98 concept of adaptive warmth fits perfectly with the outerwear needs of today's hunter," said Kevin Cook, Gamehide president. "For years the sportsman was only interested in cold weather protection, but warmer weather patterns have shifted the emphasis to complete comfort – not just warmth."

Gamehide’s ultimate all-day outerwear includes a Solo Jacket, Pant, and Bib all found in their new Mathew’s Collection. The garments are made with Hush Hide[®] fabric for pure silence and a HydroCore[™] laminate for complete waterproof protection.

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It's thoroughly designed with the hunter in mind, with jacket features like waterproof zippers, a draft-eliminating drawcord waist and a detachable hood for the coldest of days. Topping off this incredible garment is the revolutionary Freedom Sleeve[®] that provides enhanced range of motion for optimum mobility.

The Solo Midweight Bib Overalls are the perfect complement to the jacket, with a two-way front zipper and full-length waterproof leg zippers for easy on/off even when wearing hunting boots. Two fleece-lined hand-warmer pockets provide additional warmth and quick-release, crush-proof adjustable shoulder buckles deliver a customized fit. The Solo Midweight Pants have full-length waterproof side zippers and front slash-style handwarmer pockets.

All of the Solo Midweight apparel is available exclusively in Mathew's new Lost Camo in sizes from Medium to 3X.

Gamehide's Solo Midweight apparel is a retail standout thanks to Thermore's attractive and multi-lingual hangtag. The colorful tag explains how the T98 Insulation provides temperature-regulating comfort with easy-to-understand information and illustrations.

Gamehide's premium treatments and innovative features keep the ultimate outdoorsmen warm, dry and comfortable while afield. For more information, visit www.gamehide.com or call 888-267-3591.

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 formulations and innovative structures that help outdoor enthusiasts maintain their natural warmth even in extreme environments. For more information, visit www.thermore.com.