



MEDIA RELEASE

PROOF OF INTELLIGENT DESIGN FOUND ON THE ICE AND SNOW

Snosuit Performance Winterwear leads with technology and closes with quality

Nothing looks, feels and performs worse than a cheap suit. From an ill-fitted groomsman tuxedo to that powder blue disaster you wore to prom. Ice fishing and snowmobile outerwear suffers the same plight.

Now think Levi's or Ralph Lauren – quality and design that fit like a glove. That's Snosuit.

Company President Chris Leonard rates comfort right up there with technology and durability. "When designing outerwear," says Leonard "we wanted to identify the critical comfort areas for both ice fishing and snowmobiling." He's referring to locations like elbows, shoulders, knees, neck and face. "We address each area one at a time and then make sure the design elements can still work together in harmony."

Generous cuts and articulation allow for layering and supreme mobility. "The parka and bibs curve with the body, allowing for a full range of motion with the least amount of resistance," says the lifelong snowmobiler and ice angler. The elbows and knees are naturally curved to work with your body.

Leonard, a trained engineer, says the Snosuit design process is based on the principles of scientific method. His design team begins with a clothing concept. From it they build a prototype. It goes under rigorous testing by ice anglers and snowmobilers. They provide feedback. Leonard gathers the data and incorporates it into the next iteration. Only once perfected does the garment go into full production.

That sort of thinking goes into nuclear submarines and skyscrapers. Snosuit makes it part of the clothing design process.

Thoughtful design goes beyond comfort. Great care is given to high wear zones. Leonard says "We double stitch for extra durability and use heavier material in areas that wear out in typical outerwear." Places like the knees, seat and pants cuffs are fortified with 1000 denier ballistic nylon and treated with DuPont™ Teflon® fabric protector.

To Snosuit, design doesn't just happen, it's born, nurtured and brought to maturity.

ABOUT SNOSUIT

Snosuit Performance Winterwear was established in 2004. Company headquarters are in Crosslake, MN, the perfect environment for development and testing. Snosuit is available as a one piece suit or two piece parka and bibs. Go online to www.snosuit.com to order factory direct or locate the nearest dealer.

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