

PRESS RELEASE

FOR IMMEDIATE RELEASE**July 27, 2016**

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ROC GEAR EXPANDS U.S.A. MANUFACTURING LINE

It has only been 8 months since ROC Gear started their USA manufacturing line for Mad Water® and rocked the industry by manufacturing a fully submersible duffel bag with a zipper. Now, ROC Gear has released into their Mad Water line, 2 new versions of the Waterproof USA Duffel. Adding to the original Matte Black version, enthusiasts can now choose from Cool Grey or Coyote Brown – each tailored for specific target markets. And all versions and sizes will be on display at Outdoor Retailer Summer Market in Salt Lake City starting August 3, 2016 – at Booth# BR327.

The new Cool Grey version of the Waterproof USA Duffel was created with the Paddlesports, Surf, and Marine markets in mind. The smooth finish of the Cool Grey material easily sheds water, is easy to clean, and stays cooler in direct sunlight.

The new Coyote Brown version of the Waterproof USA Duffel was geared to meet the needs of the Fishing and Hunting markets. The matte finish of the Coyote Brown color and subdued 2-tone brown label won't stand out in the wild, and blends nicely with your other fishing and hunting gear.

All 3 Color Versions of the Waterproof USA Duffel will still be available in the original 30 Liter, 65 Liter, and 90 Liter sizes. And each of these commercial grade waterproof duffels offers the same features and benefits as the original Waterproof USA Duffel: individually tested YKK watertight zippers, double coated polyurethane material, full radio-frequency welded construction, 4 heavy-duty D-rings, and wide sturdy handles.

“This is just the beginning of the growth for our Mad Water U.S.A. manufacturing operation” claims Jay Buell, ROC Gear CEO. “Look for even more products in the future.”

To learn more about the new Mad Water Waterproof USA Duffels, visit

<http://www.madwater.com/usaduffels.html>.

