



## **MEDIA ADVISORY**

**For Immediate Release**

### **Flylow Gear unveils Stormproof/Breathable™ OmniBloq™ technology on premier men's and women's styles at 2019 Outdoor Retailer + Snow Show**

*Significantly longer-lasting and more powerful than standard Durable Water Repellents, OmniBloq™ is ushering in a new era for outdoor gear*

**(Fall River, Massachusetts, January 24, 2019.....)** Flylow Gear, the independent, homegrown and mountain-raised creators of outerwear and apparel, will debut a new generation in performance apparel at the 2019 Outdoor Retailer + Snow Show with the introduction of Stormproof/Breathable OmniBloq™ on four of their legendary best-selling winter designs.

Developed by Bolger & O'Hearn Specialty Chemicals, Inc., OmniBloq™ represents a new standard in durable water repellence for outdoor gear.

Flylow is using Omnibloq™ in a selection of pieces that includes the Quantum Pro Jacket (men, \$420), Chemical Pant (men, \$360), Billie Coat (women, \$420) and Nina Pant (women, \$360).

Products will be on display at the Flylow booth 49073-UL, Jan. 30-Feb. 1, 2019, during Outdoor Retailer + Snow Show 2019 at the Colorado Convention Center in Denver, Colorado, USA.

Applied to fabric at the mill, OmniBloq™ delivers highly durable, stormproof water-repellence that does not compromise fabric hand, garment design, wearer comfort or breathability. An ideal DWR in even the harshest snow storms, rain and squalls, OmniBloq™ has been engineered to keep the water off and get the sweat out, without the bulk or stiffness of other DWR technologies.

"We're stoked to be the first winter sport brand to use OmniBloq DWR, and we specifically chose to use it on pieces that are favorites of some the hardest skiing men and women on the mountain. Using a technology that enables a skier to be 'Stormproof' and enjoy any weather condition is right on the bullseye for Flylow," said Dan Abrams, president of Flylow.

Developed in Bolger & O'Hearn's North American labs and introduced to global markets at Winter Outdoor Retailer 2018, many fabrics treated with OmniBloq™ easily meet or surpass AATCC Rain Test 35-2013. In fact, fabrics treated with this high powered DWR resist wetting out at least 3X longer than similarly treated DWR fabrics. For example, single-ply, woven synthetic fabrics finished with

OmniBloq™ can resist wetting out in heavy rainstorm conditions from three to 20 times longer than the same fabrics treated with a traditional DWR.

“OmniBloq™ is a real breakthrough in the Stormproof/Breathable fabric category,” said Shaun O’Hearn, president of Bolger & O’Hearn. “There is nothing like it on the market. Raising performance standards and reducing your environmental impact does not usually go hand-in-hand but OmniBloq™ delivers on both fronts.”

Other global performance brands and the US military have already begun adopting OmniBloq™ as the DWR of choice for their next-generation product launches. In addition to being stormproof yet highly breathable, OmniBloq™ -finished fabrics are recyclable, non-PFOA and provide protection against oil and stains.

## **MEDIA NOTES**

### **About Flylow Gear**

Flylow was started by two friends who imagined better gear for the mountains. Today, the company is still independent, homegrown, and mountain raised. Their technical outerwear was built by skiers, for skiers, and their growing year-round collection includes versatile, trusted apparel for everyday life in the mountains. For more information, check us out at [www.flylowgear.com](http://www.flylowgear.com).

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### **About Bolger & O’Hearn**

Since its founding in 1969, Bolger & O’Hearn has been selling uniquely efficient and consistently high-quality chemicals. Its personalized service approach has been the pillar of its success. From its traditional beginnings in the textile industry, B&O has expanded into paper coatings, non-wovens and other non-textile manufactured products, all of which find applications in a wide range of industries. Today its diverse and comprehensive product line – totaling over 2,500 products – is sold and distributed globally. Committed to a zero-carbon future, B&O currently produces its products using renewable energy. The solar voltaic array on its facilities allow it to displace more than 100,000 pounds of carbon each year. To learn more, go to [www.bolgerohearn.com](http://www.bolgerohearn.com)

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You can learn more about Bolger & O’Hearn at [www.bolgerohearn.com](http://www.bolgerohearn.com)

You can learn more about OmniBloq™ at [www.ominbloq.com](http://www.ominbloq.com)

And you can follow Bolger & O’Hearn on Twitter at @BolgerandOHearn

**OmniBloq™ logo available on request:**

