

# Media Advisory

For Immediate Release



## Flylow Gear and Bolger & O'Hearn to collaborate on development of next-gen Stormproof/Breathable™ Performance Apparel

(July 26, 2018, Fall River, MA, USA....) [Bolger & O'Hearn Specialty Chemicals](#) and [Flylow Gear](#) have joined forces to collaborate on the development of next-generation performance wear using Stormproof/Breathable™ OmniBloq™ DWR.

The announcement was made this week from Summer Outdoor Retailer in Denver, Colorado, USA.

Flylow Gear is an independently-owned performance brand based in Denver and is considered one of the industry's most trusted, reliable brands in outdoor apparel. Flylow is well known for high level ski outerwear, as well as apparel, accessories and outerwear for other performance categories.

OmniBloq™ represents a new, advanced level of durable water protection for the performance industry. Simple fabrics, including cotton and polyester, treated with this high-powered DWR can withstand heavy rain for extended periods of time without losing water repellent capabilities.

"We're very excited about our collaboration with Flylow Gear and look forward to additional announcements in the future," said Shawn Honeycutt, marketing director for Bolger & O'Hearn.

Bolger & O'Hearn is based in North America and develops next-generation chemistries for a wide number of industry sectors, including sportswear and sports gear. The team from Bolger & O'Hearn attended Summer Outdoor Retailer in Denver, Colorado, this week - July 23-25, 2018 - to discuss how their new Stormproof/Breathable™ OmniBloq™ DWR technology can help brands provide stormproof performance apparel and gear for their consumers.

OmniBloq's Stormproof/Breathable™ capabilities represent an entirely new DWR category for the performance industry. Simply put, Stormproof/Breathable™ garments have been engineered to deflect heavy, wind-driven rain, yet are lightweight and allow perspiration to evaporate. Applied at the factory, this technology is also bluesign® and ZDHC-approved.

To learn more, contact Glenna Musante at +1 919.604.7213

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

Learn more about Flylow at <https://flylowgear.com/>

## **About Bolger & O’Hearn**

**Since its founding in 1969, Bolger and 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 [bolgerohearn.com](http://bolgerohearn.com).**

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

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

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**OmniBloq™ logo available on request.**