



GRUNDÉNS USA

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GRUNDENS USA LAUNCHES NEW “GRUNDENS EVERYDAY” LINE OF CLOTHING AND ACCESSORIES FOR 2012

Commercial fishing isn't just a way to make a living — it's a lifestyle. For this reason, leading protective apparel manufacturer Grundens USA has launched its new-for-2012 “Grundens Everyday” line of products, offering a wide range of casual apparel, luggage and other accessories developed specifically for commercial fishermen and professional mariners.

The full Grundens Everyday line is highlighted in a special 18-page catalog, and is available through authorized Grundens dealers nationwide. The line includes “off-hours” apparel items such as hooded sweatshirts, sweatshirts, T-shirts, sweatpants, ball caps and knitted headwear featuring a variety of unique fishing related artwork and sayings. With logo artwork featuring crab, fish, tuna, lobster and scallops, there is something in the Grundens Everyday line for just about every fisherman. And for those who want to enjoy the fishing lifestyle at home and on the road, there are Grundens Everyday coffee cups and travel mugs, duffel bags and even rugged floor mats perfect for use on boats, RV's and cabin porches.

In the Grundens tradition, these apparel items are offered in a wide range of sizes to accommodate men, women and youth of all sizes. And even though these products are made for relaxing after a long, hard day at sea, they're made with the same quality materials and attention to detail found in Grundens' world-renowned deck wear.



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“This is something that our customers have been wanting for a long time, and we’re happy to bring it to them,” said Grundens USA President Mike Jackson. “You don’t stop being a fisherman when you step off the boat. This new line is about helping fishermen be proud of who they are and what they do —even when they’re playing in the outdoors or kicking back or with family and friends,” added Jackson.

To learn more about the new Grundens Everyday line — or the company’s full range of foul weather gear, clothing and accessories for fishermen and professional mariners — contact Grundens USA toll-free at 800.323.7327. More details about Grundens Everyday products and assistance with locating authorized Grundens dealers nationwide are available online at **www.Grundens.com**.

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