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## **GRUNDÉNS INTRODUCES NEW BALDER BIB PANTS AND JACKET, DELIVERING SUPERIOR PROTECTION, COMFORT AND MOBILITY ON DECK**

**Innovative Design and Materials Take Commercial-Grade PVC Rainwear  
to New Levels of Performance and Style**

Grundéns USA has unveiled its new Balder PVC Rainwear for 2013, combining serious protection against the elements with the comfort and freedom of movement hardcore fishermen need — whether they work the deck for a living or pursue fish as their life's passion.

Designed in Sweden and manufactured in Grundéns' new state-of-the-art facility in Portugal, the new Balder Bib Pants and Balder Jacket are packed with innovative features. New Balder Rainwear is tailored from heavy-duty PVC material specially developed for oil resistance and excellent cold-weather properties — meaning it not only protects the wearer in cold conditions but also maintains its flexibility when ice begins to coat the rigging. For wearing comfort and improved performance, Grundéns adds a poly cotton twill backing that features rip stop technology for maximum tear strength and a water-repellant treatment for added protection.



Grundéns tailors Balder rainwear with meticulous attention to detail and thought-out features designed to help keep fishermen comfortable. New Balder Bib Pants, for example, utilize a new cut that enhances mobility while improving mechanical ventilation — preventing overheating during strenuous activity. A width adjustment with snap button makes it easy to create a custom fit. Construction also features a solid upper panel to increase durability and extend the garment's service life.

Additional bib features include heavy-duty eyelets for the attachment of fishing tools, a roomy inside security pocket and reinforced leg cuffs to prevent wear in this critical area. Grundéns designers also created a new bib suspender/buckle design that prevents unintended release while making it easy to dress for action, make a quick head call, or strip down at the end of hard day. New Balder Bib Pants are available in two color combinations — orange with black chest/cuffs or black with orange chest/cuffs.

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The features and craftsmanship of the new Balder Jacket are equally impressive, beginning with a Raglan cut for enhanced comfort, ventilation and mobility on deck. A shaped, longer back panel provides better protection against rain and spray, even when bending over or reaching high overhead. Grundéns uses heavier material for the Balder Jacket's torso, providing optimum durability and abrasion resistance. The sleeves, however, are built with a lighter material to enhance comfort and arm movement. Grundéns also uses a lighter poly cotton twill lining inside the hood for added comfort.



Hood performance is critical to comfort and protection on deck, so Grundéns designers gave the Balder Jacket features like a visor shaped hood front and a unique, inside-the-hood drawstring adjustment. To keep fishermen warm and dry, the Balder Jacket also features double storm flaps with hidden press buttons and reinforced sleeve openings.

Both the Balder Bib Pants and Balder Jacket feature special reflective accents for increased visibility on a dark, pitching deck or in the event a fisherman falls overboard.

Grundéns offers the new Balder Bib Pants and Jacket in a wide range of sizes from XS to 5XL, ensuring the most effective and comfortable fit for every fisherman. The Balder Bib Pants and Balder Jacket carry an MSRP of \$148.50 each. Sizes 3XL to 5XL are priced slightly higher.

For more information about the new Grundéns Balder PVC Rainwear — or the complete line of Grundéns and Gage Technical Gear rainwear, apparel and accessories for fishermen — contact Grundéns USA at (800/323-7327) or visit [www.grundens.com](http://www.grundens.com).

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