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NEW “EAT SALMON” T-SHIRT AND HOODY FROM GRUNDÉNS USA — CELEBRATE THE FISHING LIFESTYLE IN COMFORT

Grundéns USA knows that fishermen are passionate about salmon. To help them share this passion, the company has added two new garments to its popular Grundéns Everyday line of casual clothing.

New for 2013, the Grundéns “Eat Salmon...Wear Grundens” T-Shirt and Hoody are premium quality garments ideal for wearing to work, hanging out on shore with friends or relaxing around the fire after a long day on the water. Both feature eye-catching salmon artwork on the chest and back, screen-printed with unique metallic ink for a lifelike appearance.



This new Grundéns T-Shirt (MSRP \$23.60) is tailored from 100-percent 6.1-ounce cotton, died black to make the artwork stand out. Quality construction includes a taped neck and shoulders, with double-needle sewn collar, sleeves and bottom hem. Crafted to Grundéns demanding quality standards, this T-Shirt will keep its good looks and fit season after fishing season.



For times when the cozy warmth of hooded sweatshirt is preferred, Grundéns also offers an “Eat Salmon...Wear Grundens” black fleece hoody (MSRP \$62.00). Tailored from 90/10 cotton polyester blend for comfort and durability, this garment features low-pill, high-density fleece with double-ply hood grommets and a matching drawcord. For a comfortable fit, Grundéns adds set-in sleeves, cover seamed armholes and waistband, knitted waistband and cuffs and a kangaroo-style pouch pocket that can warm the hands or hold personal items.

To accommodate fishermen and women of all sizes and ages, Grundéns offers these two garments in five sizes ranging from S to 3XL. The Grundéns Everyday line has been very popular with both commercial and recreational fishermen across the country. “You don’t stop being a fishermen just because you’re on dry land,” said Grundéns USA President Mike Jackson. “Our growing collection of casual wear and accessories lets fishermen celebrate their life and share their passion by flying their “colors” everywhere they go,” added Jackson.

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To learn more about the new “Eat Salmon...Wear Grundens” T-Shirt and Hoody — or the company’s complete line of Grundéns and Gage Technical Gear apparel and accessories for fishermen — contact Grundéns USA at (800) 323-7327 or visit www.Grundens.com.