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CONTACT:

Cathy Groves
DRI DUCK Traders
913-234-6235
913-234-6280 fax
cgroves@driducktraders.com
www.driducktraders.com

DRI DUCK TRADERS CONTINUES TO REDEFINE WORK WEAR

Overland Park, Kansas, March 2008 – Since DRI DUCK Traders was founded in 2003, the company has focused on creating work wear that exceeds expectations both in features and durability. “Our goal has always been to provide the highest quality products at the best prices. Each of our garments must offer distinctive styling and uncompromising performance that stands up to the test of time,” says Cathy Groves, Vice President of Marketing.

As an innovator in the outdoor life style apparel market, DRI DUCK is once again setting a new standard for what work wear should be. The company’s latest product offering includes a waterproof, breathable line of jackets called DDX (DRI DUCK Extreme). Other new products include anti-static Nano-fleece apparel and a unique grouping of woven shirts called Sawtooth.

From details like triple needle stitching to signature fabrics, linings and finishes, DRI DUCK goes to great lengths to achieve a level of quality and craftsmanship that goes way beyond appearances. Their proprietary Quarry Wash finish gives garments an added comfort without compromising durability. Now, with the addition of the DDX line, customers can enjoy that same comfort along with protection from even the harshest of elements. DDX combines a breathable fabric with a Teflon® coating for a waterproof jacket that’s also wind and stain resistant.

A driving force behind DRI DUCK’s ongoing research and development efforts is an underlying commitment to serving the needs of its customers. So when the company recognized that women and children share many of the same work wear needs served by the existing men’s line, they decided to cater to those needs. “Anyone that works or plays outdoors can appreciate the benefits of our jackets,” says Scott Tubbs, Vice President and General Manager. “We have tailored our sizing and styling to give women and youth a jacket that actually fits their frame.”

Much like the Canvasback Duck that represents their brand, DRI DUCK products have rapidly become known for their strength and adaptability. Combine this reputation with an ongoing commitment to innovation and ability to distribute products efficiently and the result is a company uniquely positioned to put work wear to work for you.

ABOUT DRI DUCK TRADERS – DRI DUCK Traders is an apparel company specializing in garments for the active worker and outdoor enthusiast. Their product line consists of a full range of jackets and headwear created with appearance and performance in mind. Their parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.

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