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LIGHTWEIGHT NANO-FLEECE JACKETS HIT THE SPOT WITH ACTIVE MEN AND WOMEN

Overland Park, Kansas, September 2008-DRI Duck innovators strike again, this time, with Nano-Fleece. This lightweight, soft fleece fabric line of jackets and pullovers with anti static technology delivers superior quality clothing. Men and women who lead active lifestyles will appreciate the climate versatility and layering style that the Nano-Fleece collection features. Plus, the easy care 100% polyester scores high marks in a performance product that repels lint, dust, pet hair and static cling.

DRI DUCK has done it again, with Nano-Fleece. This revolutionary, lightweight, anti static fabric takes fleece to a whole new level. You know (and likely love) micro-fleece, and now there's Nano-Fleece. As fabric and fiber technologies advance, you'll continue to see fabrics evolve with increased comfort and performance as the innovators demand a finer and finer, and lighter and lighter end product. *Nano*, by definition, means one billionth, so you can imagine the type of refined fabrication you'll find in this new product. Nano-Fleece's versatility takes you from a cold mountain trail hike to a spot curled up by the fire with the duality of comfort and layered warmth.

Nano-Fleece is the newest member of the DDX (DRI DUCK Extreme) Brand collection in the DRI DUCK family. The DDX collection delivers hard-hitting features to protect you from wind, rain and all of nature's toughest conditions. In contrast, Nano-Fleece is light, soft and comfortable, ideal for layering, perfect for any activity in a range of cool weather, and protects you against whatever Mother Nature may throw your way.

This kind of product innovation is continuously underfoot in DRI DUCK's Overland Park, Kansas headquarters. The active Lifewear and Workwear Apparel Company offers next generation fabrication and technology when it comes to product design and garment features. Every stitch has a purpose which is obvious when you experience apparel by DRI DUCK.

ABOUT DRI DUCK TRADERS – DRI DUCK Traders is an apparel company specializing in clothing 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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