

## ALLEN Debuts Vanish Core Concealment Gear in Booth #14522

Broomfield, CO.: For centuries, hunters have eluded their quarry by blending into the natural environment and remaining hidden until the moment of the fateful shot. VANISH by ALLEN™ is a product line built on that inherent desire to blend naturally into those surroundings. Because VANISH products are made by hunters-for hunters, our designs infuse features critical to remaining concealed and comfortable-so you remain hidden.

New for 2019, Vanish has partnered with the very best concealment experts in the industry to deliver the most popular patterns for year-round hunting seasons. By using iconic camo lifestyle brands like Realtree® and Mossy Oak® Vanish products provide market customers with the most sought after camo patterns available.

Vanish gear is available in these popular licensed patterns:

Realtree:

- Realtree Edge™
- Realtree Max-5®
- Realtree APG®

Mossy Oak:

- Mossy Oak® Break-Up Country
- Mossy Oak® Shadow Grass Blades
- Mossy Oak® Brush Winter
- Mossy Oak® Obsession®

Vanish products span the most popular core concealment categories of:

- Seats, Cushions and Stools
- Blind Materials and Accessories
- Treestand Accessories
- Protective Wraps and Tapes
- Headwear and Specialty Gloves
- Concealment and Hunting Accessories

*"We took months reviewing the competitive landscape of brands and product offerings, before we determined which solutions to incorporate into our new products. After we addressed the product issues, we made it our mission to significantly improve the retail presentations over many of the tired competitor brands that have not changed for years. Our licensed camo partners will be very pleased and so will our trade customers," commented Lee Betty; Director of Marketing and Brand Management."*

For every hunting season, Vanish offers the core hunting essentials your customers need to be successful in the field. Made with unique features and engaging retail presentation in mind, Vanish boasts eye-catching products and retail display opportunities from a vendor you've come to trust.

Come see the Vanish product line in person at the 2019 ATA Show Booth #3827.

**Vanish Concealment Gear: Blend In & Hunt**

For more information about the Vanish product line, visit us at [www.byAllen.com](http://www.byAllen.com) or call (800) 876-8600. Instagram and Facebook: @allenoutdoors or [www.facebook.com/allenoutdoors](http://www.facebook.com/allenoutdoors). YouTube: Allen Company

Media contact: Lee Betty via phone (720) 390-6716 or via email [lee.betty@allencompany.net](mailto:lee.betty@allencompany.net).

*About Allen Company:*

Headquartered in Broomfield, Colorado, Allen Company was founded in 1970 and is the leading provider of hunting, shooting, archery and tactical-related products to the Outdoor Industry. By continuously striving to improve our product design and quality, we have set our sights on making the Allen brand known and trusted by the entire outdoor population as the best product for the money.