



NEWS RELEASE

## **IRONCLAD PERFORMANCE WEAR LAUNCHES ALL NEW, RETAIL-FOCUSED OCTANE SERIES GLOVE LINE**

**Dallas, TX, November 4th 2020** – Today, Ironclad Performance Wear, the leader in high-performance hand safety, announced the launch of the Octane Series – a family of six brand new, performance driven, graphics enhanced work gloves. Each style delivers maximum comfort from a smooth, seamless knit construction; and each has a unique set of professional grade features and benefits: impermeable palm coatings, touchscreen compatibility, oily grip, heat protection, extra warmth, and impact protection. Five styles are packaged for individual sale, while one is sold in a value-driven 10 pack.

“This glove family is a signature series for Ironclad,” states Eric Jaeger, Ironclad Performance Wear General Manager. “We focused on providing professional level performance, with an emphasis on retail-ready packaging. Every style exudes character, with unique, eye-catching Ironclad graphics on both the gloves and packaging. These gloves are positioned to sell in a retail aisle, store showroom, or free-standing display. Our goal from the start was to provide professional grade performance to seasoned professionals as well as serious home hobbyists.”

Introducing NITRO, PYRO, EXO, HYDRO, CRYO & TURBO – loaded with features, delivering the comfort and protection you demand. So pick your glove and go full throttle into your next task with the Octane Series. With striking colors and graphics that identify their key functions, you’ll be looking to collect all SIX.

Learn more at: [www.ironclad.com/octane](http://www.ironclad.com/octane)

###

### **For More Information:**

Ironclad Performance Wear  
Nikki Gillette  
404-907-0575  
[ngillette@ironclad.com](mailto:ngillette@ironclad.com)

### **About Ironclad Performance Wear**

Ironclad Performance Wear, a Brighton-Best International Company, is the leader in high-performance, task-specific work gloves. They created the performance work glove category, and continue to leverage its leadership position in the safety, construction and industrial markets through the design, development and distribution of specialized, task-specific gloves. Ironclad engineers and manufactures its products with a focus on innovation, design, advanced material science, dexterity and durability.