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FIELDSHEER TAKES SILVER AWARD FOR NEW HEATED VEST AT PREMIER ARCHERY TRADE SHOW

*Summit 12v Mossy Oak Heated Vest Named One of Best Items
In ATA's First New Product Showcase*

SAN MARCOS, CA (January 15, 2020) – [Fieldsheer Apparel Technologies](#), makers of the most fashion-forward and technologically advanced heated apparel, announced that the company's Summit 12v Mossy Oak Heated Vest with Mobile Warming Technology received a Silver Award at the Archery Trade Association's (ATA) 2020 Trade Show.

The award was presented as part of the New Product Launch Showcase, for products debuting after Oct. 1, 2019. This was the first year that the ATA held an awards program, which also included two other categories: Impact Awards and the Featured Products Showcase. According to the ATA, the awards program helps to “recognizes members’ achievements and products that exemplify value, innovation or uniqueness.”

Part of the new heated product line introduced last fall, Fieldsheer's Summit 12v Mossy Oak Heated Vest contains four separate heat elements. Constructed of a lightweight 100% nylon outer shell with water-resistant fabric and 500 fill sustainably harvested duck down core, the vest is heated through Mobile Warming Technology with Bluetooth® Enabled Wireless Control and the MW Connect™ Mobile App, allowing users to easily control the four selectable heat settings with a click of their smartphone.

(MORE)

The Fieldsheer Summit 12v Mossy Oak Heated Vest also features the “Break Up Country” from Mossy Oak®, America’s number one designer of premier, photorealistic camouflage patterns. The result of extensive field testing, the Break-Up Country pattern features a wide variety of elements found throughout North America.

All show exhibitors were invited to enter their products for the New Product Launch Showcase. Display cases featured all products entered throughout the Show. A panel of six industry experts voted on products for each category.

KC Bean, CEO of Fieldsheer Apparel Technologies, was pleased to receive the award but not surprised.

“The comfort and warmth provided by our advanced technology has made our entire Fieldsheer® heated line a huge success,” he said, “Combined with the camouflage capabilities of the Mossy Oak pattern, this vest is ideal for any outdoor activity, including archery and bowhunting. Apparently, the judges involved in the New Product Showcase felt the same way.”

ABOUT FIELDSHEER APPAREL TECHNOLOGIES

Based in San Marcos, CA, Fieldsheer Apparel Technologies integrates fashion forward apparel designs with leading edge technology to bring the most advanced heated clothing to market. The company’s flagship brand, Fieldsheer®, was founded over 40 years ago as the premier manufacturer of high-quality technical motorcycle gear. Out of that legacy, we produced some of the earliest heated clothing on the market. Recently, the company incorporated Mobile Warming® Technology its innovative, Bluetooth-based, heated-clothing technology, under the Fieldsheer brand. Fieldsheer Heated Apparel with Mobile Warming Technology is ideal for use during virtually all cold-weather outdoor activities, and is the brand’s first line of smart clothing, opening the door to future offerings with a wide range of high-tech functionality. For more information, visit www.fieldsheer.com.

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