

## 5.11 Unveils New Products for Spring and Fall at SHOT 2019

**Irvine, Calif. (Jan. 21, 2019)** – [5.11 Tactical](#), the global innovator of tactical apparel and gear, will unveil an impressive lineup of new products at SHOT Show in Las Vegas, January 22-25, 2019. The 2019 product line features new packs, apparel and footwear for both professional and outdoor consumers.

Common themes running through 5.11's 2019 collection are innovation, customization and versatility. From packs to pants, to footwear, EDC accessories and luggage, 5.11 revamped several collections with new product offerings as well as updated best sellers.

"5.11 relies heavily on end-user testing and feedback in the design of our products, and we had been fielding a constant request from operators to build versatility into our new 2019 product range," said 5.11 Tactical CEO, Francisco Morales. "In addition to mission-specific gear, operators are looking for products that perform across a wider range of missions and adapt to users' preferences – be it on-duty, heading to the office, or off to a training environment – with complete ease." Morales continues, "Our 2019 product range offers our users easily customizable and feature-rich products that tackle the challenge of versatility."

Expanding on 5.11's popular ever-versatile AMP (All Missions Pack) line, debuted at SHOT in 2018, the **AMP10™ Backpack** for Spring 2019 is a 20-liter workhorse. Small but mighty, the AMP10™ offers countless options to customize how gear is carried. In addition to 5.11's HEXGRID load-bearing system, the AMP10™ features internal webbing loops and compartments for smartphone devices and a CCW. An intuitive fastener attaches the shoulder straps to the pack and allows users to quickly transform the AMP10™ into a cross-body sling pack, adding another versatile bonus (MSRP: \$179.99).



*AMP10*

5.11 will also introduce the **LV18** backpack as a low-vis option that's high on tactical features. While the profile of the pack is simple, internal organization choices are endless. The LV18 launches in Spring 2019, accompanied by a smaller sling pack model, the **LV10** and a versatile crossbody/waist pack model, the **LV6**. (MSRP: \$149.99, \$119.99, \$42.99).



*LV6*

For Fall 2019, 5.11 will launch its ultra-customizable **Range Master Pack and Bag Collection**. These bags keep users highly organized and ready with all shooting gear safely and easily stored, featuring a customizable storage system and compression molded EVA construction. The collection is offered in three sizes: **Qualifier**, **Duffel** and **Backpack**, with each style engineered to fit within the family of Range Master Pouches which are designed for pouch-in-pouch organization, stacking, and easy transportation to and from the range. With 5.11's Single Pistol Case and Range Master Pouches included, the Range Master Collection is the ultimate solution to keeping your gear, and you, perfectly organized (MSRP: \$139.99, \$174.99, \$179.99).



*Range Master Collection*

5.11 will also continue to provide more platforms for the All Missions System with the introduction of the **AMPC Pack** which can mount directly to the back of our All Missions and Tactec® Plate Carriers or be carried as a stand-alone pack and the innovative **All Missions Rig**, a low-profile, customizable, expandable solution to carry your essential gear (MSRP: \$159.99, \$64.99).

Apparel offerings for 2019 will reflect 5.11's reputation for innovative, comfortable, dependable clothes with one of the leading product stories being an update to the pants collection. The **ABR™ Pro Pant** reflects the evolution of the 5.11 Taclite® Pro Pant and is designed to tackle both on-duty and off-duty days. Nine total pockets, reinforced knees and seat, fade-resistant tool strap, and 5.11's trademark tool

strap maximize utility, while FlexLite stretch ripstop fabric and an updated fit offers lightweight comfort and the utmost in durability (MSRP: \$59.99).



*ABR™ Pro Pant*

Other notable additions to 5.11's pant collection include the **Capital** and **Icon** pant for Fall 2019. The new models take cues from best-selling pants Apex and Stryke, while improving upon fit and function. The Apex Pant's 11 tactical pockets, coupled with the Capital Pant's updated fit, result in a discreet cut and pocket styling allowing for low-profile visibility and high-level tactical functionality in the new Capital Pant. Built for toughness and freedom of movement, the Capital Pant's Flex-Tac® fabric and Teflon™ finish increase flexibility and stain resistance. With the updated fit and comfort waistband construction, the Icon Pant still gives you the function and comfort you've always relied on from 5.11 Tactical's Stryke™ Pants. With 12 pockets reinforced with mega-strong nylon 6 fabric and a diamond gusset and knee articulation, the durability and range of motion you get from the Icon Pant is unprecedented (MSRP: \$84.99, \$79.99).

The **Bravo Pant** is an urban pant with a modern fit and 4-way stretch fabric that moves with you. It's engineered with a super-lightweight, ultimately flexible fabric blend with a durable water-repellent finish. Seven total pockets give you the capacity to handle all of your EDC without looking like it (MSRP: \$84.99).

For women, the new **Vista Pant** and **Harper Tight** offer performance on the range with style fit for an urban environment. The Vista Pant is made of a flexible 4-way stretch double weave fabric, with a slim fit and ankle length for a contemporary look. Eight total pockets include reinforced hand pockets, two cargo drop pockets, and two back mag pockets also suited for a smartphone. The Harper Tight combines training, utility, and style to take on your toughest range day or just another day at the office. Both will be available in Fall 2019 (MSRP \$74.99, \$94.99).

In the outerwear category, 5.11 Tactical will launch the **Surplus Men's and Women's Jackets** for Fall 2019. The military style jacket is feature-rich with dual ReadyPocket™ functionality, cargo pockets, and RapidDraw™ pass-through pockets for seamless concealed carry capabilities. (MSRP: \$129.99)

Footwear innovations from 5.11 in 2019 span stylish lifestyle models to evolved professional-grade boots. On the lifestyle side, the **Norris Sneaker** and **Apex™ 6" Wedge** update classic silhouettes with 5.11's rugged performance. The Norris Sneaker has the look and feel of a high-top skate shoe, with an Ortholite® footbed for long days on your feet and a Vibram® sole for superior traction. The Norris is ASTM certified for puncture resistance, withstanding roughly 300 pounds of force to puncture the sole. The Apex™ Wedge is inspired by 5.11's workhorse Apex boot in a casual work boot with a classic leather

lace-up and a contemporary wedge sole from Vibram® that's shock absorbent, lightweight and comfortable (MSRP: \$99.99, \$199.99).



*Norris Sneaker*

Moving into 2019, 5.11 Tactical features a revamp of several accessory categories including travel luggage, belts, sunglasses, wallets, and gloves. The brand's best-selling CAMS, SOMS, and Mission Ready rolling luggage will all be receiving 3.0 versions with newly reinforced and replaceable parts. 5.11 is also debuting a smaller roller bag called the **Load Up 22" Carry On** with incredible capacity and functionality given the size. (MSRP: \$209.99)



*The 22" LoadUp*

On the professional side, the **A.T.A.C.® 2.0** boot line update continues with the addition of new models. The 2.0 will be substantially lighter weight without compromising safety and performance in the most unforgiving environments (MSRP: \$99.99).





*A.T.A.C.@ 2.0 Boot*

5.11 expands on its partnership with The Woolmark Company® in 2019 offering a Class-A Poly/Wool Cargo Pant to the line. The new cargo pant will boast the same benefits of the rest of the Australian Merino Wool collection including managing moisture, odor control, and stain resistance.



*Class A Poly/Wool Cargo Pant*

Also new for professional wear in Fall 2019 is the **Class-A Fast-Tac®** Twill uniform for men and women. These 100% polyester long and short sleeve shirt options along with the twill pant delivers 5.11's signature performance and professionalism on the job at a competitive price point. A tunnel waistband with elastic helps hold a tucked shirt in place, and durable water repellent prevents spills from soaking in (MSRP: \$42.99, \$47.99, \$42.99).

Finally, 5.11 will be debuting a new colorway, Desert of its **Geo7™ Camo** collection first launched at SHOT Show 2018. With the success of Geo7, 5.11 is meeting the demand from departments and agencies both in the US and internationally to have a lighter colorway suited for a broader desert type environment.



*Geo7™ in Desert*

New styles will be showcased at SHOT Show 2019, January 22-25, at the 5.11 booth (#13162) in Las Vegas' Sands Expo Center.

"5.11 Tactical is becoming an iconic global consumer brand rooted in serving public safety and military professionals. And now, we are creating seamless experiences for our consumer line across all channels including our retail stores and our e-commerce site with new, innovative and technical products that offer comfort, durability and functionality," said 5.11 Chief Marketing Officer, Debra Radcliff. "SHOT Show is a key opportunity for us to meet with dealers, operators, media and customers face-to-face, have meaningful conversations and build lasting relationships." Radcliff continues, "Through our Always Be Ready brand mantra, 5.11 Tactical is inspiring the world to find their inner warrior."

### **About 5.11 Tactical**

With offices around the globe, 5.11 works directly with end users to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed, and performance of tactical professionals and enthusiasts worldwide. 5.11 products exceed rigorous standards, which have allowed the brand to establish a reputation for innovation and authenticity, and become the premier choice for those who always have to be ready. 5.11 products can be purchased online, through authorized dealers and retailers, as well as at 5.11 company-owned retail stores.

Learn more about 5.11's best-selling tactical gear and accessories at [www.511tactical.com](http://www.511tactical.com). Find a full list of 5.11 company-owned retail stores at <https://www.511tactical.com/locations/>. Connect with 5.11 [on Facebook](#), Twitter [@511Tactical](#) and on Instagram [@511Tactical](#) and #511tactical

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