

NEWS

FOR IMMEDIATE RELEASE

Blåkläder Offers Lightweight Pant Without Sacrificing Durability

- As temperatures heat up, workmen won't have to-

Sarasota, Fla. (December 16, 2008) - Just in time for Spring, Blåkläder offers workers a lightweight 100-percent, 8-ounce canvas cotton pant that provides comfort without losing durability. The Bantam pant, consistent with Blåkläder's standard for functional workwear, is perfect for warmer weather but provides the same novel features that North American tradesmen need and want. Without having to sacrifice style and comfort, this lightweight, pre-washed canvas pant is engineered to stand up to the toughest jobsite conditions.

Available in khaki, navy blue, stone and black, these work pants were designed with rugged men in mind -rugged men who dare to be different. Much like the heavy weight line, each pair of the Bantam pants feature thousands of hours of design and testing at some of the toughest worksites in the world. All of this research and design has created features like:

- Reinforced utility pockets, which are easily accessible even when squatting or kneeling, have angled pocket corners to keep screws and nails handy at all times. When not in use, they conveniently tuck into the front pockets.
- Lightweight Cordura® kneepad pockets provide all-day comfort with foam or gel inserts, resisting abrasion, scuffs and tears while avoiding constricting straps.
- The four bellowed pockets keep tools from cutting into the legs, and have individual pockets for pencils, secure items and a phone.
- The webbed hammer loop and detachable screwdriver pocket also add to the roster of innovative details Blåkläder provides.
- Wide and thin belt loops are specially designed to ensure that the pants won't pull down.
- Quality heavy duty YKK zippers

The lifetime guaranteed triple stitching on all major seams prevent the pants from rip-outs even in the most worn areas: the crotch, pockets and knees. Assuring the same quality and durability expected from Blåkläder, the Bantam pant outlasts other work pants by 2 ½ times, or longer.

Plumbers, electricians, framers, painters, carpenters and floor installers alike can keep cool with the same toughness and durability of the Heavy Worker and Roughneck pants. These are not your average work pants; innovative design, comfort and functionality come standard.

Available in a variety of sizes, including over sizes, the Bantam pant starts at \$49.95. This and other Blåkläder products can be purchased online at www.thenewworker.com, as well as select distributors.

A leading brand in workwear since 1959, Blåkläder originated in Sweden. Blåkläder produces more than two million garments a year and is one of Sweden's largest manufacturers in the heavy-duty workwear industry. The full line includes pants, shorts, vests, outerwear, caps and accessories. Blåkläder's North American headquarters are in Sarasota, Fla. For more information visit www.blaklader.com.

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