

# Hunting Texas

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# Realtree camo drawing attention

Since the launch of the Realtree AP and Realtree APG camo at the 2007 Shot Show in February, the "All-Purpose" pattern has captured the attention of manufacturers in the outdoor industry.

Hunters will find the new camo gracing clothing, accessories, guns and other gear at their favorite retailers by fall or sooner.

According to Realtree: "Twenty years of countless field tests and meticulous design and printing improvements have led to one simple truth: Mother Nature does it best, but Realtree AP and Realtree APG aren't far behind."

The visually-striking pattern, designed by Realtree president/owner Bill Jordan and Team Realtree, takes advantage of a high-definition imaging process to offer a lighter, more open, neutral-toned alternative. With its universal color palette, unmatched depth and detail, and superb contrast, the pattern sets a new standard in camouflage effectiveness.

The AP is suited for autumn, winter and early spring, while APG (All-Purpose Green) is designed for early autumn and spring — although, depending on the terrain and time of year, the patterns can be mixed for ultimate effectiveness.

Realtree pro-staffer Sam Klement, who also is the owner of Spectrum Outdoor Hunting Videos ([www.spectrumoutdoors.com](http://www.spectrumoutdoors.com)), has had great success with both Realtree AP and Realtree APG.

"To me there is no pattern on the market that even comes close!" Klement said.

He has hunted with the new camo in Kansas, Alabama, Georgia and Texas (around the San Angelo area).

In the past two years, Klement says, he's shot eight turkeys with his bow and arrow using no commercial hunting blind.

"I relied strictly on my Realtree AP/APG. The distance was anywhere from five to 10 yards. If you have ever hunted turkeys, you are aware of how keen their eyesight is. I am convinced my Realtree gave me the edge on all these hunts," said Klement, who captured some of his hunts on several new DVDs, including Realtree's "Nocked and Loaded" and Hunter's Specialties' "Cuttin' N' Struttin'."

Because the industry is betting that other hunters will find the new camo just as effective, it is receiving wide acceptance.

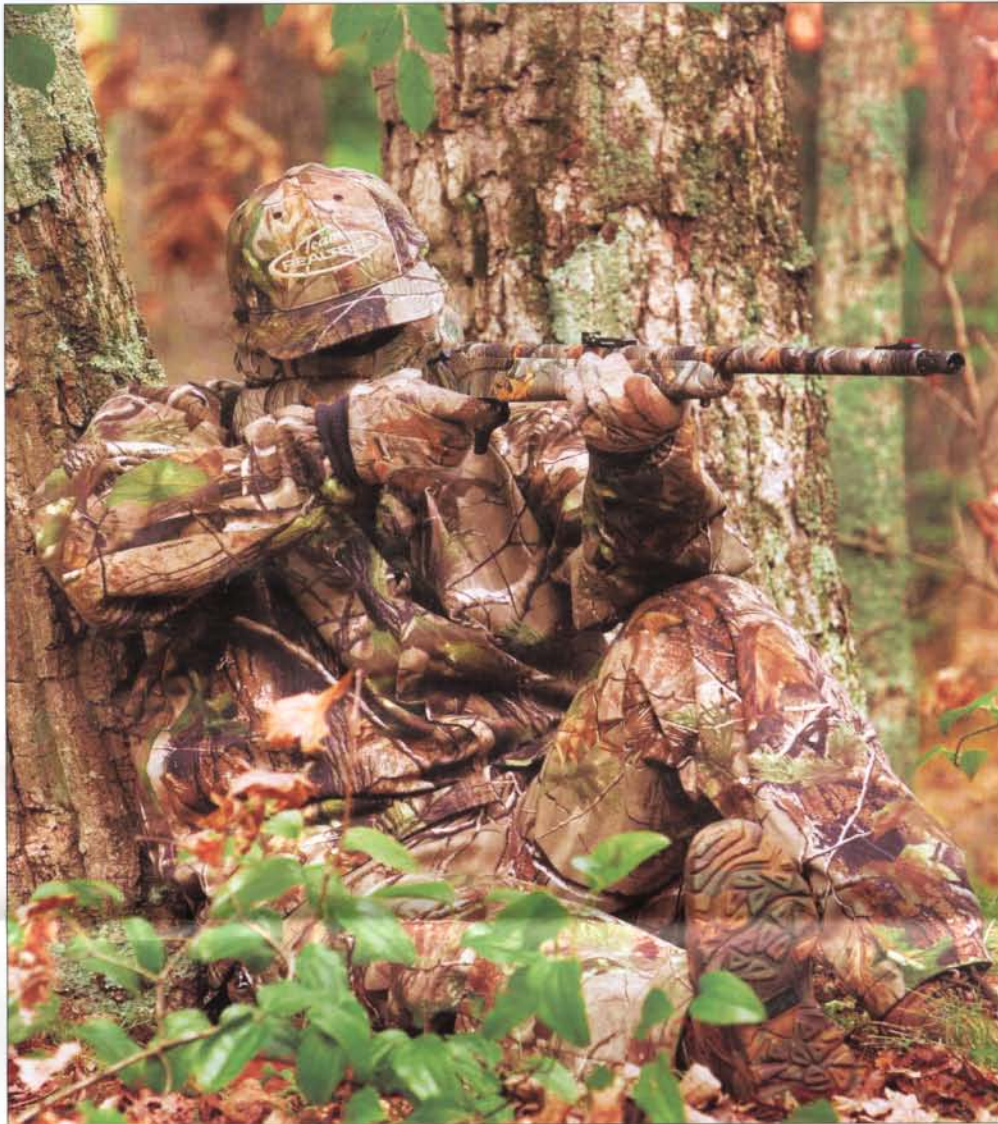
According to Realtree Public Relations Manager Dodd Clifton: "Consumers should be able to walk into any store this fall and find products with this camo."

A small sampling includes the following:

## Wear it ...

Wrangler ProGear's features the new camo on its new 2007 hunting line, including the five- and nine-pocket jeans, the upland jean, shooter shirt, long- and short-sleeve tee shirts, flannel field shirt and the Pro-Stalker hooded jacket. Jerry Guiliano, merchandise manager for Wrangler Specialty Apparel, says: "Realtree AP has been a great addition to our existing Hardwoods Grey and Max-1 patterns and hunters are excited about this new camo for the fall hunting season. All early reports show the line performing very well with goods flying off the shelves.

"But the proof will be in the hunting! If they



are successful, and I believe they will be, hunters are really going to appreciate the colors, depth, detail and contrast that will provide the additional coverage we are all looking for."

He adds that Wrangler ProGear, which enjoys a great reputation for technically superior gear and superb fits, is proud to be a flagship brand with this new pattern.

For retailers, visit [www.wrangler.com](http://www.wrangler.com).

## ... bear it...

The new camo can be found on Remington's Limited Edition XCR (Xtreme Conditions Rifle). The Model 700 rifle, which was issued in partnership with the Rocky Mountain Elk Foundation, is chambered for the .300 Remington Ultra Magnum cartridge. Built to handle the most extreme terrain

and weather conditions, the rifle features stainless-steel barreled action with TriNyte corrosion-control treatment. Its stock features an R3 recoil pad and incorporates easy-grip, overmolded rubber panels in the grip and fore-end areas. The 46 1/2-inch-long centerfire rifle sells for about \$1,330. For more information, visit [www.remington.com](http://www.remington.com).

## ... and wrap it!

Illinois-based Camoclad Inc. offers the AP and the APG camo patterns on its 4-foot by 5-foot vinyl sheets. The vinyl is scratch-resistant, fade-resistant and scuff-resistant. And, it can be repositioned.

It will cover trucks, boats, ATVs, anything with a smooth, hard surface. Al Mach, general manager of Camoclad, says: "The only limitation is your imagination."

She adds that the AP and APG pattern is becoming "very popular, very quickly."

"It is easily adaptable to any type of environment. I've sold it for duck boats in Florida and hunting trucks in Montana."

The vinyl sheets sell for \$75. For more information on the company's truck, boat or ATV kits or mini kits for such items as cell phones, visit [www.camoclad.com](http://www.camoclad.com). Or, call (800) 585-8550 for a free catalog.