



KNIVES ★ TOOLS

Media Contact: Matt Crawford
Pale Morning Media
matt@palemorning.com
802.583.6069

SOG's new SwitchPlier 2.0 garners 'Best of the Best'

Field & Stream editors laud multi-tool among top new hunting gear

LYNNWOOD, WA. – Field & Stream Magazine has bestowed a coveted “Best of the Best” award on SOG Knives and Tools’ SwitchPlier 2.0 multi-tool. The SwitchPlier is included along with 40 other outstanding new hunting products highlighted in the magazine’s September 2015 issue now available on newsstands.

“Before a product earns recognition as Best of the Best, it must undergo field testing by our experts,” wrote the Field & Stream editors. “In all, more than 150 products were tested, and 41 were deemed fit enough to earn this honor.”

Introduced early in 2015, the SwitchPlier springs to action with a simple push of a button. The affordable multi-tool (MSRP \$64), allows instant one-handed access to the pliers, making it quick to deploy for a host of jobs. From driving in screws, opening a can or bottle, cutting open a package or tightening a bolt, hunters will appreciate it because it’s fast, it’s smart, and it’s built to handle almost anything.

SOG’s SwitchPlier earned accolades for being essential in the field. “The SwitchPlier is a fresh take on what many outdoorsmen consider an indispensable tool,” wrote Field & Stream editors.

“Getting a ‘Best of the Best’ from the respected and knowledgeable Field & Stream crew solidifies our belief that the SwitchPlier is a well-designed, highly usable multi-tool,” said Nando Zucchi, Vice President of Sales and Marketing for SOG. “It’s great validation for our design team and everybody at SOG.”

About SOG: Taking its name from an elite Special Forces military group from the Vietnam era – the Studies and Observation Group – SOG was founded in 1986 by designer and toolmaker Spencer Frazer. SOG has gone on to produce the favorite models of specialty knives and tools used by the military, law enforcement, industrial tradesmen and outdoor enthusiasts. SOG’s diverse range of award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.