



KNIVES ★ TOOLS

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SOG® unveils new tools and knives for 2013

Hunting blades, axes and collaborative effort with Jason Brous spice new line

Lynnwood, WA. – SOG Specialty Knives & Tools heads to the 2013 Shooting, Hunting and Outdoor Trade Show (SHOT) with a host of new products, including backpack axes, a hunting-specific line of knives and everyday knives, highlighted by a pair of knives made in collaboration with custom knife maker Jason Brous.

“These new products really add more depth to our already outstanding line of knives and tools,” said Nando Zucchi, Vice President of Marketing at SOG. “It’s a thrill to start the new year off by rolling back the curtain and showing off smart, innovative products that are sure to turn heads.”

The SOG team is particularly proud of the new hunting line – 10 new knives designed for those heading afield after big game and small. The bulk of the hunting line is the “Huntspoint” series, which features blades in both skinning and boning configurations.

Also gaining glowing reviews among SOG designers are two new fixed blade knives (the Snarl and the Growl) made in conjunction with noted custom knife maker Jason Brous, a California-based designer whose artistic flair has won worldwide praise.

Other new knives in the line for 2013 include the folding blade “SlipTron,” and the new “Tangle” with nearly five feet of paracord wrapped around its skeletonized handle. Designed for outdoor enthusiasts – both campers and hikers – is the BadAxe Backcountry with a saw hidden in the handle, and the BadAxe Basecamp with a forged head for increased strength and durability.

SOG will be in Booth #425 at SHOT Show, and will be joined by special guests R. Lee Ermey (“The Gunny”) and Steven Rinella, author and star of the television show “MeatEater.”

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 some of the favorite models of specialty knives and tools used by the military, law enforcement, industrial tradesmen and outdoor enthusiasts worldwide. SOG’s diverse range of award-winning knives and tools are sold worldwide. For more information, visit www.sogknives.com.