



Media Contact: Matt Crawford  
Pale Morning Media  
[matt@palemorning.com](mailto:matt@palemorning.com)  
802.583.6069

## SOG® will showcase expanded product line at SHOT

*More options in Blade Light series, new hunting and fishing knives,  
and sleek everyday carry options will be on display*

Lynnwood, WA. – While remaining true to its deep tactical heritage, SOG® Specialty Knives & Tools heads to the 2014 Shooting, Hunting and Outdoor Trade (SHOT) Show with an extensive product line featuring a little bit of everything for anybody who needs a knife.

From the new Trident Elite knife, sure to be a favorite of EMT squads, to new hunting and everyday carry knives, SOG's 2014 product line reflects a great deal of diversity and practicality.

"In the last few years we have made a concerted effort to introduce a new set of customers to SOG," said Nando Zucchi, Vice President of Sales and Marketing at SOG. "This year we accomplish that with a product line that includes new hunting knives, our first fillet knife, smartly designed everyday carry knives and a new collaborative effort with a famous Japanese knife designer. We've done that while keeping our military DNA intact, which is a testament to the design team here at SOG."

Sure to grab much of the attention this year is SOG's expanded line of Blade Lights. These fixed blade knives feature six bright LED lights embedded in the handle, adding a healthy dose of illumination to any task. New Blade Lights this year include a hunting knife, a fillet knife, a camping knife and a tactical knife with red LED lights. Additionally from SOG in 2014 are new tactical flashlights.

Also noteworthy: SOG's new Bootcamp series of lightweight folding knives. The affordable Bootcamps use SOG's patented SOG Assisted Technology to ensure quick opening, and are perfect choices for everyday carrying.

Zucchi says most items in SOG's 2014 product line will be in retailers' shops by late February.

"In addition to growing our product offerings, we've pushed design and production deadlines earlier so we can give retailers a flying start as they head into the spring sales season," Zucchi said.

The 2014 SHOT Show will be held Jan. 14-17 at the Sands Expo Center in Las Vegas. SOG will be in booth number 425.

**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 worldwide. SOG's diverse range of award-winning knives and tools are sold worldwide. For more information, visit [www.sogknives.com](http://www.sogknives.com).