



FOR IMMEDIATE RELEASE

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**WOMAN-OWNED MANUFACTURER FEATURED IN  
OUTSIDE MAGAZINE'S INCLUSIVITY ISSUE**

Jackson Based Noso Patches Leads in  
Product Technology and Environmental Awareness

Jackson, WY – Founder and CEO of Noso Patches, Kelli Jones, is featured in the May issue of Outside Magazine, “Patch Job” written by Gordy Megroz focuses on why Jones developed an easy and permanent gear repair patch and how the product can make a positive environmental effect.

“If a critical mass of people start patching their gear instead of trashing it, that has an impact,” says Jones in the article. Noso Patches encourages people to repair their favorite jackets, sleeping bags, tents, backpacks and other nylon gear instead of adding to the textile waste problem. Jones points out that the average US Citizen throws away 70 pounds of textiles annually (Source: Council for Textile Recycling).

“I’m stoked that Outside is recognizing women-owned start-ups like mine,” says Jones from her headquarters in Jackson, WY. “Small companies, female entrepreneurs, minority CEOs and products that are making a difference for the environment are the future of business. Outside is leading us, by focusing on stories long overlooked. It's jump-starting a more inclusive and well-rounded outdoor industry.”

Outside Magazine is currently for sale on newsstands. The article is also available on-line at

[www.nosopatches.com/outsidemag](http://www.nosopatches.com/outsidemag).



## **ABOUT NOSO PATCHES**

Noso Patches are the most unique all-purpose patches that fix rips, snags and tears while adding personal style. Make your jacket eye catching, not for the holes, but for the design you've created. Personalize your gear like sleeping bags, tents, or the apparel you love most. Whether it's a nylon windbreaker or down jackets, anything can be revamped or restored.

When your favorite jacket springs a leak, Noso Patches save the day with style and versatility. Super easy to use at home or in the field, Noso Patches are made of 30D ripstop nylon, uncoated and down proof with a high tenacity and heat/light inhibiting qualities. Noso's adhesive lasts longer than others on the market. With no sewing required, the heat activated technology creates a permanent bond without an iron. Just throw it in the dryer or better yet, leave it in the sun to activate the adhesive. Noso Patches are incredibly durable and can withstand extreme weather conditions and multiple washes, without gumming up on the sides.

Founder Kelli Jones came up with the idea after she hopped a barbed wire fence hiking in Wyoming and snagged her brand-new jacket. Instead of repairing it with tape, Kelli used her own heart shaped patch she cut from nylon. After numerous friends asked where they could get one, she decided to make Noso Patches available to everyone. To extend the life of your gear, or express your individuality, Noso Patches are available in nine different colors, twenty-one shapes and nine variety packages of three. They are available for purchase at [www.nosopatches.com](http://www.nosopatches.com) and retailers in North America.

### **Links:**

Noso website: [Nosopatches.com](http://Nosopatches.com)

Facebook: [Facebook.com/NosoPatches](https://Facebook.com/NosoPatches)

Instagram: [Instagram.com/nosopatches](https://Instagram.com/nosopatches)

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