



FOR IMMEDIATE RELEASE

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DEUTER AND NOSO PATCHES COLLABORATE ON ONE-OF-A-KIND REPAIR PATCH

Unique artwork printed on patent-pending technology

Jackson, WY – Gersthofen, Germany-based Deuter has created a gear repair patch in collaboration with Noso Patches. This patch features original artwork provided by the gear manufacturer, a first for both Deuter and Noso.

“I’m so happy to be working with Deuter. They were supportive of our custom program from the beginning,” says Jones. “They are a leader in the industry with solid, quality products and we’re thrilled to provide them the same level of product”.

Deuter and Noso started working together on a custom repair patch in 2017. Deuter was motivated to design a unique product that aligned with their backpacks and accessory bags. “We always try to create promotional items that have purpose. So many swag items end up in the landfill and we hate that.” says Becky Marcelliano, Marketing Manager for Deuter. “This one helps prevent packs from finding their way into the landfill. Plus, the Noso brand is fun, adventurous, and top quality, just like Deuter.”

Blog posts about the DIY repair patch project are available at www.nosopatches.com/deutercollab and blog.deuterusa.com/noso-repair-patch-partnership/. The custom Deuter patch is available by request from Deuter. Email info@deuterusa.com for details.

ABOUT DEUTER

With 120 years of pack building experience, Deuter has played a vital role in mountaineering history: Deuter backpacks have proved their worth under extreme conditions on numerous expeditions, from the first ascent of the north face of the Eiger by Anderl Heckmair in 1938, to the 8,000 m peak climbs of Gerlinde Kaltenbrunner today. Among its numerous innovations was the first ventilated tensioned mesh back system, the first bike-specific backpacks and a complete women’s range – all details of the SL packs are engineered for the female anatomy.

From backpacking to bike commuting, alpinism to travel and an entire child-carrying and family line, Deuter creates a better and more comfortable pack for every conceivable use. For more information, visit www.deuter.com. For additional media information, contact Chris Hrenko at Pale Morning Media, chris@palemorning.com, (802) 496-6092.

**Links:**

Deuter website: deuter.com

Facebook: Facebook.com/DeuterUSA

Instagram: Instagram.com/Deuter

Twitter: [@DeuterUSA](https://twitter.com/DeuterUSA)

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 and retailers in North America.

Custom patches are available in a variety of fabrics weights and colors.

Links:

Noso website: Nosopatches.com

Facebook: Facebook.com/NosoPatches

Instagram: Instagram.com/nosopatches

Twitter: [@nosopatches](https://twitter.com/nosopatches)