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NOSO TEAMS UP WITH NORTH FACE FOR “MORE THAN A JACKET” CAMPAIGN

Two new interactive patches let customers highlight their adventures

Jackson, WY – Noso Patches is proud to announce that two new interactive patches will be part of The North Face’s “It’s More Than a Jacket” fall 2021 brand campaign. The Exploration Checklist patches were designed to support The North Face message: “Every jacket has a story.”

“The North Face Exploration Checklist patches totally align with Noso’s mission,” said Noso founder Kelli Jones. “We believe the items we own and love take us to the places we want to go. That is one of the reasons repairing gear is so important. Not only does it keep stuff out of the landfill – patching our favorite jackets, pants and backpacks means they gather more stories with us.”

The North Face Exploration Checklist patches come in two styles. The round patch is available in four colors – red, blue, yellow, and white – and lists four adventures customers can check off: hiking, camping, road trip, national park. The square patch provides four lines where customers can write in their own adventures. The customer can check off each adventure then sign their name and post a photo of the patch using the hashtag #MoreThanAJacket on their social media pages. The North Face will compile the best submissions and feature them in its marketing.

The partnership between Noso and The North Face came about when North Face-sponsored climber Conrad Anker was sporting his Noso patched gear at a North Face event. A PR rep asked him to tell them more about the patches, which resulted in this exciting creative collaboration. “We thrive on word-of-mouth exchanges like that,” said Noso sales coordinator Crystal Tyndall. “We are small enough that those connections really matter to us.”

The Exploration Checklist patches will be hitting The North Face stores this holiday season, anyone who purchases a puffy jacket receives a complimentary Noso Patch.



“We are delighted to be part of The North Face More Than A Jacket campaign,” Jones said. “Noso helps customers record the amazing adventures people have outdoors. Our hope is that customers will take care of gear and clothing they purchase from The North Face. As in repair it, clean it, recycle it. It’s more than just purchasing something. There is a care aspect, and we are making it cool to care.”

For more information contact Kelli Jones, 307-690-0571, kelli@nosopatches.com

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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 a variety of shapes and colors. Custom patches are also available.

Links:

Noso website: Nosopatches.com

Facebook: Facebook.com/NosoPatches

Instagram: Instagram.com/nosopatches

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