

NEWS OF OUR CLIENTS



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WOOD'N TRAIL® CAMO PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR FULL-FLEDGED MARKETING CAMPAIGN

Full-Throttle Communications, Inc. of Moorpark, CA has recently been appointed by Wood'N Trail®, – the industry leading camouflage design company – to organize, promote and execute powerful marketing initiatives including strategic public relations, high-impact advertising and creative new promotional materials to heighten brand awareness for the company. Manufacturers of high quality hunting apparel, great camouflage patterns and a strong line of hunting accessories, Wood'N Trail teamed with Full-Throttle to extend brand recognition, strengthen market share and stand out in an industry that's all about blending in.

The name Wood'N Trail has become synonymous with high quality hunting apparel, superior camouflage patterns and a strong line of hunting accessories. Since its inception in 2004 as an offshoot of parent company Codet, Wood'N Trail has been a leading producer of camouflage patterns and apparel. More recently, Wood'N Trail has delved into the hunting accessory market featuring new products such as the Wood'N Trail Camo Dip Kit which allows hardcore hunters to demonstrate their passion for the great outdoor by adorning their favorite 'toys' with professional-grade camouflage patterns.

"We're proud to partner with the pioneering team at Wood'N Trail," says agency President and CEO Jason Bear. "Wood'N Trail has an amazing product line and a solid vision for future innovation and creativity, and we look forward to helping the company garner the industry attention it deserves."

The crew at Full-Throttle Communications are industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business. And the team at the agency not only can 'bring it' in the office, but they all walk the talk outside, too – from hunting and fishing to motorsports and everything in between – they know the business because they *are* the demographic.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at www.full-throttlecommunications.com. To check out the latest info from our team and clients, find us on Facebook: <http://www.facebook.com/fullthrottlecommunications> or follow us on Twitter: <http://twitter.com/fullthrottlecom>

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