

NEWS OF OUR CLIENTS



5301 N. Commerce Ave Suite C
Moorpark, California 93021

Tel 805 529 3700
Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

RITE IN THE RAIN® ANNOUNCES THE “ELEMENTS SERIES”, INCLUDING THREE NEW BOOK COLORS – STORM, ARCTIC, AND EARTH

Inspired by Mother Nature, The New Colors are now available in a Variety of Weatherproof Book and Notebook Products

Tacoma, Wash. — Defying nature doesn't mean we don't respect it. A homage to the natural world, *Rite in the Rain*®, the leading manufacturer of All-Weather Writing Products that challenges both Mother Nature and Father Time, is proud to introduce the **Elements Series** featuring three new book colors: Storm, Arctic, and Earth. The new colors are available in a range of books from the mini-stapled and pocket top-spiral notebooks to the side-spiral notebook and large bound book. All boast the extreme durability the company's products have come to be known for while upholding the highest level of environmental standards.

Choose from Storm, an austere gray that recalls swirling clouds forming over a mountaineer's campsite; Arctic, an icy blue reminiscent of frigid waves crashing on a soaked deckhand; and Earth, the color of spring mud gathered in the tread of a contractor's work boots.

For more than a century, *Rite in the Rain* products have stepped into the ring to do battle with the elements. This series is the company's salute to its unrelenting opponents. All books in the **Elements Series** employ *Rite in the Rain's* patented, environmentally responsible coating process which protects not only against water, sweat, mud, and grease, but also meets archival criteria, meaning the paper can last hundreds of years in storage.

Used by fire firefighters, military personnel, contractors, and outdoor adventurers alike, *Rite in the Rain* products guarantee whatever field data you are jotting down will be captured and safe no matter what nature throws your way. A special coating creates a unique moisture shield and ensures protection from everything from rain to the washing machine.

About Rite in the Rain

Founded more than a century ago in the forests of the Great Northwest, *Rite in the Rain* began by developing sheets of paper hand-dipped with a special coating to create a unique moisture shield for use in the logging industry. Made in the USA since 1916, *Rite in the Rain* All-Weather Writing Products circulate around the world in the hands of outdoor professionals working in poor weather. For more information about *Rite in the Rain*, visit RiteintheRain.com.

Connect with *Rite in the Rain* on social media:

