

Blue Force Gear Introduces Urban Wolf

TAMPA, FL—May 14, 2013—Blue Force Gear® introduces their product line in Urban Wolf at SOFIC. Urban Wolf is a specific shade of grey that blends well in many urban environments. In low light situations the easiest colors to see are those with the highest contrast: white and so called “tactical” black. Grey is a mid-tone and therefore has low contrast against average backgrounds – making it a good drab solid in a wide variety of situations and surroundings.

With the ever growing focus on security in densely populated urban, suburban, and industrial environments, security forces need a pattern that works with man-made settings and yet is not overtly camouflage. Urban Wolf load carriage equipment works with blue, black, ranger green, and Arc’teryx LEAF Wolf uniforms in the urban direct action role as well as blending with civilian apparel for low visibility special reconnaissance missions.

“Urban Wolf is basically the color of wet concrete, near the color values of asphalt, steel, and reflective glass,” said John Felushko, Blue Force Gear’s Product Line Manager. “It was designed by Arc’teryx specifically as a better alternative to black and blue in the SWAT role but because of its ability to blend with diverse terrains, we like it as a general purpose colorway for many missions, terrains, and tactics.”

New Blue Force Gear products in Urban Wolf are on display May 14 – 15 in the Franklin Boardroom of the Embassy Suites across the Tampa Convention Center Franklin walkway. It is also available for sale today at BlueForceGear.com.

About Blue Force Gear, Inc.

[Blue Force Gear](#)® designs the best weapon slings and leads the lightweight equipment revolution with its [Ten-Speed](#)™ multi-use pouches. They also reinvented MOLLE to be the world’s lightest with their revolutionary [MOLLEminus](#)™ technology and [Helium Whisper](#)™ pouch attachment system. Unrivaled innovation and attention to detail set Blue Force Gear apart from others in the tactical equipment industry.

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