

Blue Force Gear licenses Helium Whisper to Mayflower

SAVANNAH, GA—February 19, 2012—Blue Force Gear® announced today that they will provide their weight-slashing Helium Whisper™ pouch attachment system to Mayflower Research & Consulting. Mayflower joins the growing number of adoptees for Blue Force Gear’s Patent pending Helium Whisper and this technology will enhance the products they currently provide to elite users. Mayflower anticipates full stock of their pouches with Helium Whisper backers in approximately 45 days.

“Mayflower Research & Consulting is proud to be working with Blue Force Gear moving forward with a great addition to our product lineup. Blue Force Gear has made a giant leap forward in removing weight off of the warfighter’s back and we see it as a natural compliment to our philosophy of building products for the military athlete,” said Travis Rolph, Mayflower’s CEO.

“Quiet professionals know Mayflower to be a forward-thinking company and we have the highest respect for Travis and his team,” said Ashley Burnsed, Blue Force Gear’s CEO. “We look forward to helping them improve the comfort, speed, and survivability of their customers with Helium Whisper.”

Helium Whisper allows modular pouch backs to be constructed from a single piece of high-performance laminate versus the multiple straps and snaps of outdated designs. This amazing breakthrough increases strength and durability of pouches while eliminating failure points and reducing weight by up to 60 percent. [Helium Whisper licensing](#) allows OEM customers to reduce sewing costs, minimize alignment errors, maintain or increase durability, and stay relevant to today’s weight-conscious military customers.

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.

Press Contact:

Brittney DeVane
Blue Force Gear
brittney@blueforcegear.com
(877) 430-2583

Licensing Contact:

Dawn West
Blue Force Gear
dwest@blueforcegear.com
(877) 430-2583

Blue Force Gear, Ten-Speed, Helium Whisper, and MOLLEminus are trademarks of Blue Force Gear, Inc. Other company and product names may be trademarks of their respective owners.