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News release from Nikwax Ltd
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Official Announcement

Nikwax[®] refreshes its product range with new packaging

British waterproofing manufacturer, Nikwax[®] Ltd is moving forward with a revised range and new look to its packaging.

Go Outdoors, Harrogate is the launch for Nikwax[®]'s latest development – a new look range of Nikwax[®] products.

Sales & Marketing Manager Alfonso Politi commented, "We have consolidated the product range and have spent the last year undertaking research to push forward a refreshed look to our range of products."

Nick Brown, Founder and Managing Director of Nikwax[®] went on to say, " We believe it is important to clearly communicate the benefits of care and maintenance for clothing, footwear and equipment. The consistent look and appearance of the new range will support retail environments and sell through to the end user. The messages are clear and easy to understand – we believe these new product measures will further improve our market share and help reinforce Nikwax[®] as a world-wide industry leader for aftercare."

Nikwax[®] has improved the performance of some of its cleaners and WaterBased waterproofers. Testing in the UK and in Europe has led to a new range of products and applications to be launched into the market place from Autumn this year including a spray application Nubuck & Suede waterproofer for delicate suede footwear. Another new product innovation is Nikwax[®] UV Proof, which reduces fabric fading exposed to direct sunlight, increases tear strength and adds water-repellency. One application doubles the useful life of fabric such as nylon, polyester and canvas!

How can you find out more? Just visit the Nikwax[®] team at Stand MO4, Go Outdoors, Harrogate. The team will be available for any questions and product demonstrations.

Nikwax[®] Waterproofing is the EASIER and SAFER way to staying DRY in the outdoors.

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Manufacturers of high performance waterproofing WaterBased products

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