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## **5.11 TACTICAL® LAUNCHES EXCLUSIVE CHROMAFLEX™ BADGES FOR LAW ENFORCEMENT APPAREL**

*Patent-Pending Heat Transfer Technology Offers Law Enforcement Officers a Lightweight and Permanent Badge Solution that Increases Security while Decreasing Badge Costs*

**MODESTO, Calif. April 7, 2014**—Today, [5.11 Tactical®](#), the global innovator of tactical gear, introduced an exclusive line of ChromaFlex™ badges designed for law enforcement officers. A lightweight, comfortable and secure alternative to heavy metal or embroidered badges, ChromaFlex is a permanent, three-dimensional textile embellishment that allows officers to maintain the authoritative, metallic appearance of a traditional metal badge without sacrificing authenticity.

As is the case with all products offered by 5.11 Tactical, the ChromaFlex badge is purpose-built to meet the demanding missions and challenges faced by law enforcement professionals. After undergoing a number of quality-assurance tests, the permanent badge solution has been created to withstand the most demanding conditions officers encounter out in the field. For added convenience, the badge is both home laundry and dry clean friendly. All stock badge design templates include the option for a state seal insert and customized laser-etched text in one of several colors, providing savings when compared to traditional metal badge costs.

“As we work to continually evolve our products to best meet the needs of our customers, the opportunity to offer a cutting-edge technology like ChromaFlex as an addition to our public safety apparel was a natural and obvious fit,” said David Hein, category business leader for 5.11 Tactical’s Institutional Division. “These professionals are dedicated to protecting our communities, and we’re committed to ensuring the officers who wear 5.11 Tactical gear are equipped with solutions that improve security, preserve authority and keep them comfortable. We decided to partner with ChromaFlex for these exact reasons.”

ChromaFlex Badges are the world’s first badge offering both the commanding look of metallic graphics in a flexible, lightweight and comfortable construction that is compatible with a variety of materials, including sheer performance textiles, uniforms and nylon bags. Worn by professional athletes during some of the nation’s most high-profile and physically-demanding sporting events, ChromaFlex is the newest addition to the established line of three-dimensional textile embellishments developed by FiberLok, the company responsible for creating an entirely new category of dimensional heat applied graphics.

ChromaFlex products, which include patches, stickers and other versions, are created through a patented heat fusing process that combines polyurethane films, metallized aluminum plastics and heat-seal adhesives. As a result, today’s most-realistic and high-impact image reproductions are created, while also providing added security by protecting against unauthorized copies.

“Working with a brand like 5.11 Tactical, that is so closely aligned with the factors that have made ChromaFlex a success—durability, functionality and purpose-built for strategic readiness—makes perfect sense,” said FiberLok Chief Executive Officer, Brown Abrams. “We’ve been eager to bring the breakthrough ChromaFlex line to market and look forward to furnishing the greatest-ever value to our law enforcement agency business partners around the world.”

A ChromaFlex badge can now be added to apparel and accessories sold within 5.11 Tactical's extensive line of law enforcement products. Media interested in learning more about the exclusive availability of ChromaFlex badges on 5.11 Tactical public safety apparel should contact [5.11@formulapr.com](mailto:5.11@formulapr.com).

Those interested in ordering apparel for law enforcement departments should contact [Chromaflex@511tactical.com](mailto:Chromaflex@511tactical.com).

#### **About FiberLok**

Since 1979, FiberLok has been the first and only manufacturer in America to specialize solely in the manufacture of high-performance 3-dimensional heat transfer printing technology. FiberLok distribution reaches a wide variety of markets including apparel, transportation, industrial manufacturing, injection molding, promotional products, and retail. For more information about FiberLok, visit web sites [www.fiberlok.com](http://www.fiberlok.com) and [www.mouserug.com](http://www.mouserug.com).

#### **About 5.11 Tactical**

Based in Irvine and Modesto CA, 5.11 Tactical collaborates directly with end users/operators to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed and performance of Public Service professionals and Military worldwide. 5.11 Tactical products exceed rigorous and exacting standards which have allowed the brand to establish a reputation for innovation and authenticity. The 5.11 Tactical brand is the premier choice of Duty-Driven Professionals. Learn more about 5.11's best-selling tactical clothing, uniforms, station-wear, outerwear, footwear and accessories at [www.511tactical.com](http://www.511tactical.com). Connect with 5.11 Tactical on Facebook ([www.facebook.com/511Tactical](http://www.facebook.com/511Tactical)), #511tactical, Twitter ([@511Tactical](https://twitter.com/511Tactical)) and on Instagram ([@511tactical](https://www.instagram.com/511tactical)).

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