



Flambeau Outdoors

a division of Flambeau, Inc.

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NEWS RELEASE

SUBJECT: Flambeau Outdoors' Storm Front™ Decoys Introduce the 8018SDU Wood Duck

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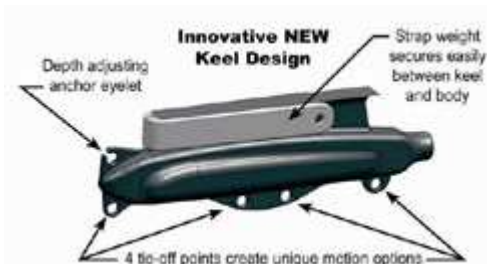
Flambeau Outdoors' Storm Front™ Decoys Introduce the 8018SDU Wood Duck

Coming to a marsh near you this season!

STORM FRONT DECOYS



8018SDU Active Drake



Flambeau Outdoors' Storm Front Decoys Innovative Keel Design

Flambeau's Storm Front Decoys sold out across the country in 2010. The storm continues in 2011 with the launch of new species and body/head combinations. National Award winning carver Dave Van Lanen, along with Flambeau's Pro staff and engineering team have developed Wood Duck Decoys with the detail of real life birds - the most natural looking Wood Duck decoys on the market.

Three amazing life-like sculptures, (in each carton of six), reproduced in durable plastic resin with detailed paint schemes and Patent Pending UVision Technology, make even mother nature proud. These battleships will fool even the wariest of birds and further prove that it is "Realism that Gets Results" in the marshes lakes, and fields.

Every box of 8018SDU Storm Front Wood Duck Decoys ships with (2) Active Drakes, (2) Rester Drakes, and (2) Semi-Active Hens. MSRP: \$57.83.



The paint schemes were developed utilizing Patent Pending UVision Technology matching the reflectance of real feathers in the full range of light visible to waterfowl, including Ultra-Violet. This new proprietary polymer blend yields a hard, tough “battleship” feel and unsurpassed paint adhesion and durability.

For more information on Flambeau's new Storm Front 8018SDU Wood Duck Decoy and other Flambeau Outdoors products, please visit www.flambeauoutdoors.com, call: 800-457-5252, or e-mail: outdoors@flambeauoutdoors.com. At Flambeau outdoors, we believe in the highest customer service and would be happy to assist you in any way. Flambeau Outdoors products are carried by knowledgeable hunting and fishing stores worldwide - locate the one close to you.

Flambeau Outdoors, a division of Flambeau, Inc., is the most widely recognized manufacturer of quality, innovative outdoor products for the hunting and fishing enthusiast. Flambeau, Inc. is a member of the Nordic Group of Companies, Ltd. The Nordic Group (headquartered in Baraboo, Wisconsin) is a privately (family) owned holding/management company consisting of subsidiaries with 18 service and manufacturing facilities, and 26 marketing units around the world with over 2,400 associates. Nordic Group companies manufacture and distribute plastic, seating and transportation products worldwide for industrial, commercial and consumer markets. For more information or catalog, write Nordic Group of Companies, Ltd., 414 Broadway, Suite 200, Baraboo, WI 53913 U.S.A., visit www.nordicgroup.com, fax: 608-356-5773 or e-mail: info@nordicgroup.com.

* UVision is a trademark of Twilight Labs, Inc. (Fargo, ND)

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For hi-resolution images, please contact Sonja Stauffacher at 608-356-0136 or sstauffacher@nordicgroup.com
