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FOR IMMEDIATE RELEASE

## **Atwater Carey Unveils Hand Sanitizer for Outdoor Enthusiasts**

*Unique PocketPak spray can be affixed to clothing; fits easily in backpack or duffel bag*

**Jackson, Wis.** – Atwater Carey®, the most trusted name in wilderness medicine, is introducing a hand sanitizer geared specifically to outdoor adventure seekers. The new product kills 99.99 percent of germs on contact and comes in a compact PocketPak™ spray, which measures just 5” in length and is less than one-half inch in diameter – about the size of typical fountain pen. The PocketPak offers more than 70 sprays and incorporates a plastic clip so it can easily be affixed to a shirt, pants or other apparel. Plus, the compact size of the pen makes it a space-saving addition to virtually any backpack, duffel bag or emergency kit.



“Anyone who spends significant time outdoors knows just how many germs they can be exposed to while biking, hiking, camping or climbing,” said Mike Kermendy, director of marketing for Wisconsin Pharmacal Company, the parent company for Atwater Carey. “With our new PocketPak, it’s easier and more convenient than ever for adventure seekers to protect themselves against disease-carrying germs and eliminate unwanted odors from their hands while enjoying their favorite outdoor activities.”

Atwater Carey’s new hand sanitizer is the first national brand to offer patented SmartScent™ Technology. Unlike other products, Atwater Carey’s hand sanitizer doesn’t just mask odors. Rather, the product’s SmartScent Technology works at the molecular level to break down odors and eliminate them for good. This is especially beneficial in eliminating odors that have a tendency to really soak into the skin – such as those given off by fish, insect repellents, sunscreens or campfires.

- more -

## **ADD ONE: Atwater Carey Hand Sanitizer – PocketPak Spray**

Atwater Carey's new hand sanitizer is available at a variety of outdoor retailers nationwide. Retail pricing varies between \$1.99 and \$2.49. For additional details, please call Wisconsin Pharmacal Company at 1-800-558-6614 or visit [www.atwater-carey.com](http://www.atwater-carey.com).

### **About Atwater Carey:**

Atwater Carey is the industry-leading manufacturer of premium, activity specific first aid kits and related products for outdoor enthusiasts. The company's products are crafted of the highest quality materials to ensure greater longevity and durability for both indoor and outdoor use.

### **About Wisconsin Pharmacal Company:**

Wisconsin Pharmacal is a world leader in outdoor health and safety products. The company's complete brand portfolio includes Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, Reflect® sunscreen and BAITMATE® fish attractants and wipes. The company is also a contract manufacturer of Repel® and Cutter® brand insect repellents.

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***Editor's Note:*** For high-resolution photography, product samples or interview requests, please call Bill Bussler at **262-789-7630** or e-mail **[billb@celticinc.com](mailto:billb@celticinc.com)**.