

Tactical apparel manufacturer sponsors training initiative

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Woolrich, a company known and respected in the area, has expanded its service and merchandise to include tactical apparel, which outfits individuals in agencies such as the CIA, FBI and corrections officers, to name just a few.

One of the ways the company is gaining more recognition is by sponsoring one of the most sought out special operations trainings out there.

"Woolrich is placing a great deal of emphasis on its tactical apparel side of the business. The tactical brand, Woolrich Elite Series Tactical, is sponsoring the 2009 U.S. Correctional Special Operations Group, a traveling training initiative," said Traci Simpson, media spokeswoman for Woolrich.

The training brings free specialized training to officers around the country.

"The cornerstone of the tour is a custom 40-foot rapid deployment trailer equipped with state-of-the-art technology and equipment including satellite communications, munitions, body armor, medical triage kits and ballistic shields, part of over 150 components necessary for this specialized training," said Ron Bernstine, sales manager for Woolrich Elite Series Tactical.

The tour will visit corrections agencies throughout the country and train more than 40,000 officers. Some areas of training will include officer survival, tactical firearms and high inmate risk transport.

"Law enforcement has been hit hard by tough economic times and shrinking budgets. We are glad that we can further our commitment to the tactical community by expanding the tour," Bernstine said.

Developing the tactical apparel line was a natural extension of the brand. The combination of Woolrich's heritage as an expert in apparel development and manufacturing, and Woolrich's role in providing uniforms for branches of the U.S. military, made the new line a natural progression according to Bernstine.

"The company got its start in 1830 when John Rich, an immigrant from England, built his first woolen mill in Plum Run. Rich would visit the lumber camps that dotted the area and sell his woolen fabric, socks, coverlets, and yarn from a mule cart," Bernstine said.

Three decades later, Rich's company would provide blankets for soldiers in the Civil War.

Over the years the quality made merchandise would be used to outfit branches of the military. The next step was an easy one, the implementation of the tactical line.

The tactical brand provides apparel for the military, law enforcement and corrections professionals.

According to Bernstine, Woolrich is experiencing expansion as a result of the new apparel line.

"The line has been well received by the niche tactical audience because Woolrich combines expert apparel development gained over years of experience with direct feedback and insight from operators and professionals in the tactical field. This method of development has earned success for the line," Bernstine said.

Aside from the tactical brand, Woolrich has always offered a full range of outdoor inspired products including apparel, outerwear, furniture, tableware, blankets and throws.

"The company that provided blankets to the Union soldiers in the Civil War today keeps folks warm under its wonderful throws as they cuddle up by the fireplace. You can buy a wool jacket your great-great grandfather may have worn in the woods or a parka that's all about the latest in advanced technology," Bernstine said.

Individuals interested in the tactical line or other merchandise offered by Woolrich, may access the Web site at www.woolrich.com or by phone at 769-7401.

Article Photos



PHOTO PROVIDED
Officers train in conjunction with the 2009 U.S. Correctional Special Operations Group's traveling initiative at one of its many sites.