



## KEY REQUIREMENTS

- Aesthetically differentiate new products while optimizing user functionality and safety
- Meet weatherability performance required by industry standard UV and Salt Water Exposure tests
- Resist fish oils, sunscreens, and cleaners
- Comply with FDA food contact requirements

**ERGONOMIC DESIGN + WET GRIP**

# OUTDOOR GEAR MAKER

FISHING TOOL GRIP

## AVIENT SOLUTION

Custom Versaflex™ Wet Grip TPE and Avient Design Services

## WHY AVIENT?

- Provided product development support from concept to production, including visual brand integration, part design, and material selection
- Customized grip design and TPE formulation to retain grip and tactile feel in wet and oily environments
- Expedited lead time with advanced design and 3D modeling services to enable product launch at key industry tradeshow
- Offered global supply continuity with local technical and manufacturing support

## LEARN MORE

