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## FOR IMMEDIATE RELEASE

### **Ares Armor Announces the Re-Launch of branded Kydex Holsters & Magazine Pouches, to be available for purchase in-store and online.**

*Positive everyday carry industry impact of a flat rear panel on custom holsters and magazine pouches.*



**Oceanside, CA – Custom Kydex Online** – Ares Armor announces the online availability of Custom Kydex, supplying purpose built holsters and magazine pouches for everyday carry (EDC) and full spectrum (FS) consumer use.

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#### **Positive Customer Impact with a Flat Rear Panel**

The Ares Armor brand, everyday carry holster line is constructed from .060 Kydex brand thermoplastic. The use of a .060 material thickness has shown to be incredibly durable and capable of handling the requirements of the concealed carry user. Unlike the typical book pressed Kydex, Ares Armor brand Kydex is vacuum formed. This method provides superior definition and increased surface contact retention; in comparison to conventional methods producing a distinct retention characteristic that most shooters prefer to other styles of holster forming. Additionally, the use of vacuum forming produces one of the most notable features, a flat rear panel. This feature provides an ideal mounting surface between the holster and the customer's belt line.

“The Custom Kydex EDC line is considerably smaller than any other Kydex kit on the market. This attribute provides a considerable advantage in terms of concealment as well as comfort,” says Ares Lead Kydex Engineer.

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#### **Custom Kydex Availability**

Ares Armor Custom Kydex products are driven by customer feedback and built to order. Custom Kydex is available for immediate purchase at: <http://aresarmor.com/store/Category/CustomKydex> .

Founded in 2010, Ares Armor (home of the 80 percent lower) supplies consumers with tactical training, custom nylon goods and the recent addition of custom Kydex products.

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#### **For more information, press only:**

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**For more information on Kydex products:** <http://aresarmor.com/store/Category/CustomKydex>