

## **Mossy Oak C.L.P. Expanding Quickly at Retail**

Strong brand, 24-hour order fulfillment drive rapid growth

**(Dade City, FL)** Mossy Oak C.L.P., the ultimate one-step solution, a leading collection of high quality three-in-one gun cleaning products. In one simple step, Mossy Oak C.L.P. cleans, lubricates, and protects from future rust. The rapidly expanding line of products experienced exceptional growth in the direct-to-consumer market through 2020. The brand is now focusing its efforts on expanding brick & mortar retail by leveraging key distribution partners.

Through the early weeks of 2021, Mossy Oak C.L.P. has already seen an influx of orders from buying group members, preferred dealers, and distributors.

Besides the accessible price point and being among the elite C.L.P. products on the market, Mossy Oak C.L.P. has the best fulfillment time on orders, shipping within 24 hours or less from receipt of order.

“Our team at Mossy Oak C.L.P., side-by-side with our partners, achieved numerous milestones this past year,” said Chris Hoffman, “We were able to execute on our strategic platform and business relationships which allowed us to experience rapid growth. We are poised for even faster-paced growth in 2021.”

Adding to four core products: eight-ounce trigger sprayer, one-ounce needle oiler, two-ounce pump sprayer and pre-saturated wipes, Mossy Oak C.L.P. has just launched several new products for 2021. Included in the new line-up are the shotgun cleaning kits (available in 12, 20, 28, and .410) and the dealer preferred, shelf-friendly Bundle Box containing the eight-ounce trigger sprayer, two-ounce pump sprayer, one-ounce needle oiler, saturated wipes, a microfiber towel, and a double-ended nylon brush.

New sporting goods and firearm stores are onboarding this product daily. For more information about Mossy Oak C.L.P., contact management at [info@mossyoakclp.com](mailto:info@mossyoakclp.com) or visit the all-new website at [www.mossyoakclp.com](http://www.mossyoakclp.com).

### **About Mossy Oak C.L.P.**

Mossy Oak C.L.P. is the best one-step cleaner, lubricant, and rust preventative. It removes oils, dirt, copper, lead, and other contaminants, and it also provides a thin, non-greasy coating that prevents rust and lubricates all moving parts of both firearms and sporting equipment. Mossy Oak C.L.P. also nourishes, preserves, and protects wood and leather. It will not harm polymers or other synthetic surfaces. Mossy Oak C.L.P. is great for wood stocks and grips, leather holsters, scabbards, and slings.

**Marketing Agency of Record**

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