

## SPZ Sports Debuts with Head-to-Tow SUP Specific Apparel and Accessory Collection

Contributed by Sun Protection Zone  
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Sun Protection Zone, a leading innovator of sun protective clothing and products, is pleased to announce the launch of SPZ Sports. A collaboration with extreme athlete and SUP World Record holder Tom Jones, the first head-to-toe collection will meet the specific needs of Stand Up Paddleboarders (SUP) and other water sports enthusiasts.

The SPZ Sports SUP line will include two shirt styles, gloves, two bootie styles and a head wrap to start, with additional products to be added soon. Each style features the ultimate in sun protection and unique innovations for comfort and maneuverability while on a stand up paddle mission or other active watersports endeavor.

A highlight of the collection is MAC or "Motion Activated Cooling," an innovative venting system that allows air to flow through both the front and back of the Men's Long Sleeve MAC Shirt. The shirt, made of breathable four-way stretch UPF 50+ sun protective fabric, features mesh underarms and side panels for additional cooling, seamless underarms to avoid chafing, palm padding for grip, thumb holes to keep sleeves in place, covered hands for UV protection and reflective piping for enhanced visibility. Suggested retail price will be \$88.

A Men's Ultra Lite Shirt with short sleeves and a Women's Ultra Lite Shirt with either short or long sleeves will also be available. With "nearly naked" lightweight four-way stretch UPF 30 fabric, the tops feature mesh underarms and side panels for cooling, seamless underarms to avoid chafing and reflective piping for visibility. The long sleeved version also has palm padding for grip and thumb holes to keep sleeves in place and for UV hand protection. Suggested retail price will be \$52-\$62.

In addition to UPF 50+ sun protection for the hands, the TJ Pro Sports Performance Gloves will offer double Velcro closures for a perfect fit and adjustability, raised "sticky" palm pads and faux leather padding for both grip and "slide" as well as comfort while paddling, and a pre-curved design to ease carpal tunnel issues and offer support. Suggested retail price will be \$50.

Two bootie options will include the TJ Pro StableStance Boots and H2O MOX (Water Moccasin). The StableStance Boots will offer a ribbed sole and heel design to promote better board grip, a custom heel and Achilles design to support ankle and foot stability, porous toe panels for water drainage and an ankle cinch strap to keep debris out. The lightweight H2O MOX has a ribbed sole for traction on any surface, porous fabric that drains water easily and an elasticized top to keep the debris out. Both offer 50+ UPF sun protection for the feet and ankles and the suggested retail price will be \$59 and \$21 respectively.

Finally, to top it all off, the HeadSkinz Action Wrap will provide UPF 50+ sun protection for the head with a full drape to protect the ears and neck as well. A neoprene padded top will add cushion to comfortably "head-haul" a SUP or surf board with ties that will allow adjustability to ensure the wrap stays put even in extreme wind conditions. Suggested retail price will be \$20.

The new SPZ Sports SUP collection will debut at Surf Expo, Sept. 6-8, 2013, Booth #758 at the Orange County Convention Center in Orlando, Florida, with product available in specialty, online and retail stores beginning in November 2013.

For more information, visit the website [www.spzsports.com](http://www.spzsports.com), follow on Facebook [facebook.com/spzsports](https://www.facebook.com/spzsports), Instagram [instagram.com/spzsports](https://www.instagram.com/spzsports) and Twitter [twitter.com/spzsports](https://twitter.com/spzsports)

## About Sun Protection Zone

Founded in 2005, Sun Protection Zone develops men's, women's and children's apparel and accessories with 100 percent UVA & UVB protection. The collection includes tee-shirts, long sleeved shirts, rash guards, shorts, hats and arm sleeves. Sun Protection Zone's goal is to inform and protect consumers from the sun in fashionable ways with great quality and unique design. Sun Protection Zone not only sells sun protective products, but is very involved in the community and charity by spreading the message of sun safety in unique ways. They also work with leading dermatologists to raise awareness of skin cancer and educate their patients about sun protection through product sampling, brochures and other informative publications.