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**KLEINERT'S® , THE AUTHORITY IN WEARABLE SWEAT-PROOF PRODUCTS CONTINUES TO GROW IN POPULARITY WITH NEW PRODUCT LINE AND EVOLVING TECHNOLOGY**

***Inventor of the Dress Shield Still Finds the Product Tops the Market***

Building its reputation on inventions to make everyday tasks easier and more convenient, Kleinert's® –the world's manufacturing authority for quality sweat-proof products since 1869-- continues the tradition of providing dependable lifestyle products that suit the need of its customers today, while maintaining and evolving its leadership role in the hygienic industry.

Unknown to many, Kleinert's history can literally be found in the underpinnings of America's Industrial Era. The company's beginnings started with the humble realization of its founder, Isaak B. Kleinert--that those with limited resources needed to get as much wear as possible from their clothes. He invented and produced the first underarm dress shield, and then developed several products still in use today such as the shower cap and shower curtain. Four thousand different products later, a dedicated following from all walks of life and manufacturing plants established worldwide in the early 1900's, Kleinert's® could be found in the notion's department of every major department store, drug stores and local shops. Seldom outwardly shown, it was discreetly part of America's lifestyle.



After Kleinert's passing in the 1950's, the company found a new market in those people whose clothes were stained by early antiperspirants and deodorants. Repeatedly washing and dry-cleaning the stains from aerosol antiperspirants was costly and reduced the life of the garment. Kleinert's dress and garment shields offered consumers durability and time-tested satisfaction.

With the popularity of notions departments and stores --a major carrier of Kleinert's® products-- declining to almost non-existent in the late 1960's and 70's, Kleinert's® cut its product line by more than half. The company re-focused its energy on key products, particularly sweat-proof, that had done well throughout the years and then diversified its marketing channels to include larger discount chains, catalog sales and specialty stores in the 1980's and 90's, and then expanded to the internet in the new millennium.

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“Kleinert's® was a lifestyle brand, a necessity that could be found in every home in America very early on,” said Chief Executive Officer, Michael Brier, Kleinert's®. “That still holds true today as Kleinert's® continues to be a simple lifestyle necessity that provides a growing number of people the confidence in public they might have lacked due to uncontrollable perspiration and the embarrassment that comes with it.”

Today, Kleinert's® #1 seller continues to be Isaak B. Kleinert's first invention, the dress and garment shield. Although it has much improved over the decades, the time-tested dress shield is once again proving its worth when compared to the latest hygienic offering of clinical heavy-duty deodorants and antiperspirants that are more than double the cost of regular strength brands today. Current studies fielded by a leading branded consumer goods company suggests that antiperspirant products are not meeting the adequate level of protection based on body chemistry. Regardless of body chemistry, Kleinert's® shields have long met the needs of those living with hyperhidrosis –severe sweating --that affects an estimated three percent of the population and even those fearing a “sweat event” -- with and without the use of antiperspirants.

Since its inception, Kleinert's® shields have served as the catalyst to an expanding clothing line that incorporates the shields, undergarment accessories, disposable shields for both men and women and Fabrapel®/Dry Defense® technology – a treatment exclusive to Kleinert's® that is a hypoallergenic patented finish which makes fabric sweat repellant, stain repellant and inhibits bacterial growth while eliminating heat and odors even in cotton fabrics. As a leader in its industry, Kleinert's® continues to incorporate the latest technology and evolve its product line to carry it successfully into the next century.

#### **About Kleinert's®**

Now Located in Elba, Alabama, Kleinert's® was founded by Isaak B. Kleinert in 1869. Since its inception, Kleinert's® was a creative force developing many products still in common use today including the shower cap, the shower curtain, the garment shield and the baby pant. Today, Kleinert's® is an international brand built on products that are known for its quality. The company continues to be innovative in developing and improving on designs and concepts that are beneficial in multiple environments. Select Kleinert's® sweat-proof and sweat-resistant products can also found in departments stores, lingerie boutiques and pharmacies, but the full line is available at [www.kleinertsshields.com](http://www.kleinertsshields.com) and athletic wear is available at [www.drydefense.com](http://www.drydefense.com).

**Editors Note: 300 dpi photos are available at**  
<http://www.kleinertsshields.com/media-pr.php>

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