

DEFOG IT ANTIFOG DELIVERS FOG-FREE VIEW AT TREE CLIMBING CHAMPIONSHIPS OF INTERNATIONAL SOCIETY OF ARBORICULTURE

January 13, 2011 – Valley View, Ohio – It’s hot, sweaty work scrambling through the treetops at the [Tree Climbing Championships](#) of the International Society of Arboriculture’s Western Chapter. That’s why every competitor at the January 29-30, 2011 event in San Diego will receive [Defog It antifog](#) to help prevent the fog that can form on safety glasses and goggles in the heat, humidity and exertion of the competitions grueling events.

“I know [the competitors] will all be anxious to try your product,” Jill Caceres, chair of the championships, told Defog It. Some 40 professional arborists and tree care workers from Hawaii, Nevada, Arizona and California will take part in the competition. The events includes foot lock, belayed speed climb, aerial rescue, throw line and work climb events, followed by a Master’s Challenge for the top contestants. Winners will earn the honor of representing the Western Chapter at the 2011 International Tree Climbing Championship in Sydney, Australia, July 23-27, 2011.

“The Tree Climbing Championships is a perfect place to show that Defog It antifog can keep safety eyewear fog free in the harshest conditions. No wonder it’s becoming must-have safety gear in the tree care industry,” said John Swett, Vice President of Sales and Marketing for Nanofilm, maker of Defog It.

First used by the military worldwide, Defog It is the proven safety choice in the toughest workplace environments where heat, cold, humidity and exertion cause fogged safety eyewear. It’s used in forestry, utilities, pulp and paper, mining, chemical processing, law enforcement and other industries. The product is safe and effective on safety glasses, goggles and faceshields.

Rigorous lab testing confirms the real-world high performance of Defog It antifog. In one test, a lens treated with Defog It was held over constant hot steam for 60 minutes without fog forming. Similar products failed in as little as 5 minutes. In another test, lenses coated with Clarity Defog It were moved between cold and hot environments 100 times without fog forming.

Defog It is available as a liquid or reusable cloths. More information, pricing and performance videos are available at www.defogitworks.com or by calling 1-888-ENDS-FOG.

[Nanofilm](#), founded in 1985, is the maker of Clarity Defog It and a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings.