

## **DEFOG IT ANTIFOG HELPS NORTH AMERICAN TREE CLIMBING CHAMPIONSHIP COMPETITORS SEE SAFE AND BE SAFE**

January 28, 2011 – Valley View, Ohio – When the best American tree care professionals compete in the North American Tree Climbing Championships, safety is a top priority and safety eyewear is mandatory. The bad news? Heat, humidity and exertion can cause fogged eyewear. The good news? Every competitor will have [Defog It antifog](#) to provide all-day fog prevention.

[Defog It antifog](#) towelettes will be included in the gift bag given to every competitor at the event held February 10-20, 2011 in Savannah, Georgia, during the North American Tree Conference, co-hosted by the International Society of Arboriculture Southern Chapter and the Utility Arborist Association. The competition brings together arborists and tree care professionals from the U.S., Canada and Mexico to compete for a chance to move on to the World Tree Climbing Championships in Australia.

“The North American Tree Climbing Championships are 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](http://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.