



# FACTS

## FEATURE: Foam Grip



### ADVANTAGE:

The foamed vinyl grip pioneered by ASP provides a soft, comfortable holding surface that is both rugged and secure. The grip is attractive, durable and easily replaced.

### SPECIFICATION:

- Foamed vinyl
- Soft feel
- Tacky surface
- Extremely durable
- Cut and abrasion resistant
- Replaceable
- Can be engraved

### PERFORMANCE:

The tacky surface of ASP foamed vinyl grips allows a product to be carried in the waistband without being dislodged. The grip provides a fabric friendly veneer that will not abrade clothing as does knurling.

### SALES STRATEGY:

*Demonstrate the waistband security provided by ASP foamed vinyl grips. Show the durability of the grip. Allow the customer to experience the soft feel of the foamed vinyl. Contrast the surface of the ASP Foam Grip with knurling.*