



## **FOR IMMEDIATE RELEASE**

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## **Octane Introduces BackBone String & Cables with GORE Technology**

Eugene, Ore. — Octane revs up any bow with the most advanced strings in the industry. Octane's new BackBone strings pass the competition with its proprietary blend of BCY 452GX featuring Gore Performance Fibers, coupled with an unparalleled production process.

To find the perfect material blend, Octane Strings and Cables were sent through a barrage of tests, which included abrasion, extreme temperature, creep and peep-rotation testing. Our proprietary blend of BCY 452X and GORE performance fibers called BCY 452 GX stood up to the challenges and expectations.

"These handcrafted, top-grade strings will drive your archery experience to a whole new level," said Sam Coalson, Director of Marketing for Octane, a manufacturer of premium bow accessories. "Every serious archer knows that strings are the backbone to their bow. Between our unparalleled production process and our partnership with BCY and GORE, our BackBone strings provide the performance, stability and overall accuracy archers are looking for."

Octane's BackBone String & Cable sets are built to fit all leading bow manufacturers' previous year models. Single strings, cables and custom sets can be special ordered through authorized Octane dealers.

### **About the Process**

Octane strings are individually inspected, hand crafted and digitally tested so that every string produced is measured within ten thousandths of an inch (.010"). Hand served end loops with the highest quality material available provides maximum durability and safety, while minimizing serving separation. All Octane strings are pre-stretched under 450 pound of tension, eliminating creep and ensuring a consistent anchor point, draw length and bow timing. A proprietary twisting machine consistently puts the same amount of twist across the entire length of the string before the serving is applied. This unmatched consistency prevents strand separation (roping), increases tensile strength and is a key factor in eliminating peep rotation. Serving material is applied under 400 pounds of tension, then relaxed resulting in a consistent, smaller diameter and tighter serving.

**To find out more about Octane's proprietary string building process, visit [www.FuelTheHunt.com](http://www.FuelTheHunt.com) to watch the video.**

Octane is a division of BowTech, which manufactures and distributes the world's finest compound bows and archery equipment. Founded in 1999, BowTech's corporate offices and manufacturing facilities are located in Eugene, Oregon. With a worldwide distribution network, BowTech's family of brands include: BowTech, Diamond, Octane, Stryker and WaterDog Surface Technologies. BowTech is a subsidiary of Savage Sports Corporation, located in Westfield, MA. Brand names include Savage Arms, Stevens, Fox, Savage (Canada), Savage Range Systems and PortaTarget.



- Handmade
- Octane Strings and Cables are made with 22 strands of a proprietary blend of BCY 452 GX, featuring Gore® Performance Fibers
- Pre-stretched to eliminate creep and improve accuracy
- Octane uses a proprietary twisting method that consistently puts the same amount of twist across the entire length of the string
- Hand-served end loops provide maximum durability and safety, while minimizing serving separation

