



News Release

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IMMI introduces CargoBuckle UP hunting gambrel

Westfield, Ind. – Feb. 26, 2010 – IMMI introduces the CargoBuckle UP™ retractable/ratcheting hunting gambrel, which easily elevates a deer for field dressing or loading onto an ATV, UTV or truck. When the job is done, the deer can be quickly released with the easy release lever.

“We’re excited to enter a new market with such a unique product,” said Dave Kaler, director of sales for IMMI Outdoor products. “This product’s retracting web eliminates the hassle of tangled or knotted rope, and the easy-to-use hook and ratchet features save time when lifting or hauling game.”

CargoBuckle UP features a 1,900 lb. breaking strength, and it is the only retractable and ratcheting gambrel on the market, making it easy to use and store. The versatile system is designed to be used outdoors with zinc-plated metal parts that resist corrosion. Exposed springs are stainless steel, and the web is durable polyester.

CargoBuckle UP will be available through select distributors and retailers in fall 2010.

About IMMI

IMMI designs, manufactures and supplies tie-downs, straps and safety systems under its CargoBuckle®, BoatBuckle® and PetBuckle® brands, utilizing the same engineering expertise developed in the engineering of seat belts to design products that protect valuable cargo such as boats, ATVs and pets. For more information, visit immioutdoors.com.

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BoatBuckle | *CargoBuckle* | *PetBuckle*