



Embargo

To release on 13 June, 2023

Mustang Survival launches first ISO-certified PFD in the UK

Salisbury, UK – Mustang Survival, the Canadian brand known for innovative solutions for the most demanding marine environments, is introducing the Minimalist Belt Pack to the European market for 2023. The product is the company's first Personal Flotation Device (PFD) approved by the International Organization for Standardization (ISO).

The Minimalist Belt Pack is a manual flotation device that provides 70N of buoyancy in a pillow-style bladder when deployed by an inflation cord. As the name suggests, the belt pack has a discrete minimalist design made for inshore paddles and to be used by skilled swimmers and anglers looking for a little extra safety support.

“After breaking into the European market with apparel, we are thrilled to be adding our first PFD to the line-up. The ISO approval for the Minimalist Belt Pack is a significant milestone for Mustang Survival. The company has always been committed to providing the highest level of safety to its customers. The ISO certification ensures that the product has been tested and meets the highest safety standards, giving customers peace of mind when they are out on the water”, says Nigel Parkes, International Managing Director.



“Being known first and foremost for our PFDs and buoyancy aids in North America, we're now able to round out the collection in the UK. With summer upon us, and the weather getting warmer, the Minimalist is an excellent addition to the kit of any SUP paddler or angler. It serves as a lightweight safety option that provides the user with all-day comfort to chase the feeling of freedom that being on and near the water brings.”

MUSTANG SURVIVAL CORP.

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Features include:

- Soft exterior fabric and ergonomic construction
- Pillow-style bladder for easy over-the-head wear
- Deployment via manual inflation cord
- Molle webbing to secure essentials like keys

The Minimalist Belt Pack is now available for purchase on Mustang Survival's [website](#) and at select [retail](#) stores across the UK.

Colours: Blue // Admiral Grey

MSRP: £100

Download Images: [here](#)

About Mustang Survival

Pioneer in the design and manufacture of lifesaving solutions since 1967. Mustang Survival is committed to enhancing the safety and performance of those who push themselves to extremes, whether for work, duty, or to escape the daily grind.

mustang-survival.co.uk

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