

Blended With Noble Biomaterials' Ionic+® Antimicrobial Technology, Golfers Can Enjoy Comfort and Fresh Briefs All Day Long

Award-winning men's next-to-skin underwear and base layer brand BN3TH (pronounced "beneath") is making its debut at The PGA Show in Orlando, Florida from January 24 – 27, 2023.

The brand will be showcasing its Infinite Boxer Briefs, with revolutionary comfort and softness of Modal, moisture-wicking polyester, and Noble Biomaterials' Ionic+® Antimicrobial Advange™ Technology. Noble's permanent, silver anti-odor technology never washes out, preventing the growth of odor-causing bacteria and helping the fabric last longer.

"Make your next round, your most comfortable ever...guaranteed," said Matt Keenan, BN3TH's North America Director of Sales. "BN3TH's line of boxer briefs, base layers and 2n1 activewear all feature MyPackage Pouch Technology™, which lifts and separates everything so you can be worry-free out on the course. For golfers, I'd recommend our Infinite Collection because it blends Noble's Ionic+® No Stink Technology with silky soft Modal fibers, to ensure you'll remain odor-free all the way to the 19th hole. Meaning, the only thing you really have to worry about is your slice."

BN3TH was the first brand to create underwear with a three-dimensional pouch, and every pair of BN3TH underwear is designed with their patented MyPackage Pouch Technology™ to maximize comfort. In addition to Boxer Briefs, BN3TH's Infinite Collection featuring Noble Biomaterials' Ionic+® is also available in base layers: full-length bottoms and long-sleeve tops, as well as T-shirts.

Noble Biomaterials has a history of groundbreaking innovation, covering the first EPA-registered silver-based textiles, advances in the use of silver metallized yarns and fibers in wound care, to antimicrobial technology on the International Space Station.

"Noble's partnership with BN3TH on their Infinite Collection provides golfers with revolutionary comfort," said Allon Cohne, Noble's Chief Marketing Officer. "Our permanent Ionic+® technology eliminates bacteria and provides lasting anti-odor protection. We're excited to make our debut at The PGA Show with BN3TH and for golfers to experience the benefits of our antimicrobial technology."

Stop by the **BN3TH Booth #4457** to experience the world's best underwear. To learn more about BN3TH's Infinite Boxer Briefs, please visit <https://www.bn3th.com/collections/infinite/boxer-brief>.