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TOUGHTESTED NEW NOISE CONTROL AUDIO LINE HELPS CONSUMERS PROTECT THEMSELVES FROM ENVIRONMENTAL SOURCES OF HEARING DAMAGE

Lowe's To Offer Heavy Duty Consumer Electronic Brand's New Noise Control Audio Series

June XX, 2015 -- According to the National Institute on Deafness and Other Communication Disorders (NIDCD), approximately 15 percent - or 26 million Americans - between the ages of 20 and 69, have hearing loss that may have been caused by exposure to loud noise at home, work or play. In an effort to assist consumers in preventing this type of hearing damage in any environment, leading, heavy-duty, consumer electronics brand, [ToughTested](#), has developed a new audio line that carries EPA-certified Noise Reduction Ratings (NRR) to reduce noise impact by up to 30 percent.

Lowe's will offer three models from the new audio line as a way to make protection from this type of hearing damage available for consumer to use while engaging in activities around the house that pose a concern, such as operating lawn mowers, leaf blowers and woodworking tools, or while engaging in recreational pursuits like boating, concerts, and motorsport events.

The Mayo Clinic reports common household activities, like operating a power lawn mower or hand drill, place consumers in the "risk range" for hearing damage at 85 decibels or above. Recreational pursuits like sport shooting may place you in the "injury range" of 120 decibels or above.

Lowe's will carry three of the four ToughTested earbud models introduced in early 2015 including:

- **[Jobsite](#)** – Ideal for use in household related landscaping activities such as mowing the lawn, snow blowing and leaf blowing. This set has an Ingress Protection Marking (IP) rating of IP64, which also guarantees them to be water, sweat and dust resistant. The model's flexible earhook feature also allows users to take the buds in and out with ease while his or her hands are occupied with household chores. The NR rating helps to protect the Users' ears while operating power tools and equipment and the patent pending EQ Voice feature allows optimal fidelity for both listening to music and answering calls in loud environments. The EQ-Voice unit also gives the user full control of volume and music tracks for Apple® and some Android™ devices.
- **[Marine](#)** – Ideal for use in recreational or work related activities on or near water, such as landscaping, cleaning in or near a pool or Jacuzzi, while maintaining or operating a boat. This set has the line's highest IP rating of IP 67, which guarantees them to be waterproof

(submersible) while also sweat and dust proof. A tangle proof Kevlar reinforced cord guarantees extra durability while for rough use.. The Marine model also has the EQ Voice feature.

- **Ranger** – Constructed for those who enjoy rugged outdoor pursuits like hunting, fishing and camping, this model is weather, sweat and dust resistant and also carries an NR (noise reduction) rating of 26 to help control the impact of external noise sources. This model also offers call control with the easy press of a button making it easy to communicate with loved ones while hiking or biking.

ToughTested earbuds were designed and tested for safety, fit, utility and durability by audiologists, sound engineers, industrial designers and independent labs. All three models, now available at select Lowe's stores nationwide and on [Lowes.com](https://www.lowes.com), are built to stand up to the "toughest" of environmental noise influences that include common household and recreational risks

ToughTested®

From heavy duty braided USB cables and unique power solutions to rugged cases, the ToughTested brand is designed for wear and tear, providing protection and security for the devices you use all the time, on the road or on the job. Primarily marketed to professional drivers and contractors, the brand is now extending its reach to general consumers who need a little extra protection from life. For more information on ToughTested and its product offerings call 1.800.266.4026 or visit www.tough-tested.com. Follow us on Facebook, Twitter and Instagram for product updates, promotions, giveaways and retailer updates.

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