

For immediate release  
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## **Underwear range crowdfunding campaign pledges to protect men from harmful radiation**

Underwear goes high-tech and safety conscious this month with the launch of new menswear brand, [Wireless Armour's new crowdfunding campaign](#), which is backed by Richard Branson's Top 10 Back of the Envelope Start Up Ideas.

Using a unique fabric that incorporates the protective properties of silver, Wireless Armour products are proven to protect wearers from potentially harmful electromagnetic radiation emitted from everyday wireless devices. With technology now an integral part of modern life, Wireless Armour makes protection as simple as getting dressed.

The idea for Wireless Armour was born from founder Joseph Perkins' personal experiences with technology and the realization that between his laptop, mobile and tablet he was exposing himself to a huge amount of electromagnetic radiation, concentrated mostly around his groin area. There are proven scientific links between wireless radiation and declining sperm counts as well valid theories that exposure to radiation runs an increased risk of cancer. With most men carrying mobile phones in their pockets on a daily basis, these statistics are difficult to ignore.

Enlightened with this knowledge, Perkins was inspired to create an underwear range that protects men from the unseen yet extremely harmful dangers of everyday exposure to electromagnetic radiation.

Perkins said, "Wireless Armour is designed to protect the health of a wireless generation glued to their mobile devices. The fabric has been put through rigorous testing from external electromagnetic consulting company, Wave Scientific. Results indicated that Wireless Armour fabric blocks 99.9% of harmful radiation, making the garments an extremely effective form of protection."

The product has gained international recognition, named as one of Richard Branson's Top 10 Back of the Envelope start up ideas and picked as a key contender for the Everline Future 50 most disruptive new businesses list. It has also been featured on CNET and The

Discovery Channel amongst others. With such an amazingly positive pre-launch reception, Wireless Armour has all the makings of becoming an instant success when the product hits shelves later this month.

Perkins plans to use the popular phenomenon of [crowd funding to kick-start Wireless Armour](#) for the commercial and retail market. The funds raised will be used to increase initial stock order numbers with the supplier, lowering the overall cost per garment. These savings will ultimately be passed down to Wireless Armour customers, making protection both easy and affordable.

As well as repelling electromagnetic radiation, the unique Wireless Armour fabric is also antibacterial, shape holding and can be laundered in a conventional washing machine. With a guaranteed life of up to 1000 washes, Wireless Armour garments provide high quality, low maintenance and hassle free protection that easily fits into the busy lifestyle of any modern man.

Perkins added, "A lot of anti-electromagnetic radiation clothing loses its shielding ability after a few washes. This was not something we wanted at Wireless Armour. We are champions of quality and wanted our fabric to last for as long as we could make it."

Wireless Armour has big plans for the future; it is already developing plans to expand the range into women's bras due to the link between breast cancer and phone proximity. While the link between wireless radiation and cancer is not conclusive, the evidence is ever increasing and there are loud calls from both the public and the scientific communities for further research to be conducted on the controversial subject.

For more information on Wireless Armour visit <http://www.wirelessarmour.co.uk>

Facebook: <https://www.facebook.com/WirelessArmour>

Twitter: <https://twitter.com/WirelessArmour>

Instagram: <http://instagram.com/wirelessarmour>

### **About Wireless Armour**

Wireless Armour was founded in 2013 by entrepreneur Joseph Perkins. The company retails an innovative men's underwear range that is made with a unique fabric specially designed to repel the harmful electromagnetic radiation emitted from everyday devices such as mobiles, tablets and laptops.

**Contact**

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