



IHRA (International Hot Rod Association) Announces Molecule Labs, Inc. as Official Safety Gear Care System

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Norwalk, Ohio-based International Hot Rod Association (IHRA), one of the premier drag racing sanctioning bodies, has announced that California-based Molecule Labs, Inc. Technical Fabric Care System will become its official racing safety gear care system.

Molecule Labs' line of safety products is specifically designed for the performance motorsports industry, making it a great fit for IHRA members and racers.

Molecule Labs' technical fabric care products protect and care for Nomex® fire suits, which must be carefully maintained in order to be fully effective. Molecule Labs has also developed a complete line of products to clean and refresh racing suits, protect them from absorbing fuel and remove potentially flammable stains and contaminants, all without degrading the suit's protective qualities.

"This is a great opportunity for Molecule Labs, Inc.," said Matthias Czabok, Vice President of Molecule Labs' Technical Fabric Care System. "Our products are designed by racers for racers, and racers are the heart of the IHRA membership. It means a lot to have IHRA stand behind our products as their Safety Gear Care System, because their organization is such a valuable resource within the motorsports community."

"We're committed to connecting our racers and members in the motorsports community with quality products that will make a difference in their racing," said IHRA President Aaron Polburn. "Molecule Labs has an impressive line of safety gear protection products that our members and racers will want to know about."

"This partnership with Molecule Labs will be built and developed in multiple phases to introduce our racers to Molecule products and educate them how Molecule products can increase the protection performance of their safety equipment." Polburn said.

To help introduce Molecule Labs to the racers, IHRA members who visit the Molecule website and enter the promo code IHRA10 will receive 10 percent off of their order.

About Molecule Labs

Molecule Labs has its roots in both specialty chemical manufacturing and motor sports. Over the years, its creator, Michael Guasch, has often worn a lab coat one day and a racing suit the next. His unique understanding of these two distinct professions brought Molecule™ Technical Fabric Care System into being. Guasch's expertise developing innovative protective chemicals led to the sale of one of his national brands to a Fortune 500 company in 2005. But instead of retiring, he decided to devote more time to racing. With his increased time on the racetrack, Guasch realized that his Nomex® racing suits required special care that dry cleaning and ordinary laundry products could not provide. So he returned to the lab to develop a new line of protective chemicals and care products specifically formulated for Nomex® and other technical fabrics. After two years of development and testing, in the lab and on the track, Guasch and his new company have created the four-step Molecule™ Technical Fabric Care System. For more information please visit

www.moleculelabs.com or <http://www.IHRA.com/>

