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Press Release — Sordin X2 Family

FOR IMMEDIATE RELEASE

Sordin introduces the X2 series — next-generation hearing protection engineered for hunters and shooting enthusiasts who demand superior reliability, situational awareness and comfort

Sordin X2 available now; Bluetooth-enabled X2BT coming next

Sordin, the premium hearing protection brand trusted by professionals and passionate shooters worldwide, today announces the launch of the **Sordin Supreme X2**, the first model to ship in the new X2 series of next-generation active hearing protectors.

Designed for those who demand absolute reliability and seamless all-day comfort, the Sordin X2 delivers “Next-gen awareness. Comfort for any condition.” Purpose-built for hunting and shooting environments, the X2 provides fast and natural situational awareness with outstanding sound fidelity, helping users stay alert and protected while maintaining comfort hour after hour.

“Sordin X2 sets a new benchmark for premium active hearing protection,” says Tomas Chatzopoulos, CMO at Sordin. “We know that shooters and hunters expect more than just hearing safety — they need accurate awareness and true comfort in every condition. X2 is the first step in our completely new platform built to meet those demands.”

Introducing SordinFLEX™ — modular comfort and adaptability

The X2 family features SordinFLEX™, a new modular system first introduced with Sordin Supreme T2, that lets users adapt their hearing protectors to different shooting styles and environments. With SordinFLEX, it's easy to switch between headband, neckband or helmet mounting, and upgrade your cushions to GEL for more comfort — giving shooters and hunters the freedom to configure their hearing protection exactly as they need it.

Refining Sordin Supreme X2BT for ultimate clarity and seamless wireless experience

Last year at Shot Show in Las Vegas, Sordin previewed the X2BT, a Bluetooth-enabled variant designed to elevate clarity and deliver “Premium Comfort. Seamless communication.” As development progressed, the engineering team identified opportunities to further enhance wireless stability, audio precision, and long-wear comfort — key for Sordin's uncompromising standards in the premium segment.

“When we launch the X2BT, it will deliver a wireless experience worthy of the Sordin name,” says Oskar Brattberg, CTO at Sordin. “That's why we're taking the extra time to refine and perfect every detail — reliability and comfort can't be rushed.”

The Sordin X2BT remains in advanced development and is planned for release following the successful rollout of the X2.

About Sordin X2

- Next-gen situational awareness with ultra-fast impulse response and natural sound reproduction
- Premium ergonomic comfort with lightweight, all-day wearable design
- Modular adaptability with SordinFlex™ — switch between headband, neckband or helmet mounts.
- Engineered for hunters and shooters who demand maximum safety, awareness, and clarity
- Rugged, field-ready and waterproof construction for challenging outdoor conditions
- New memory foam cushions for improved comfort.

The Sordin X2 is available now through select premium retailers and read more online at www.sordin.com

About Sordin

Sordin develops premium hearing protection trusted by professionals, shooters, and hunters worldwide since 1976. Combining Swedish engineering and craftsmanship with decades of acoustic expertise, Sordin products are built on a foundation of reliability, comfort, and uncompromising performance.

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X2 Media package available [HERE](#)

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