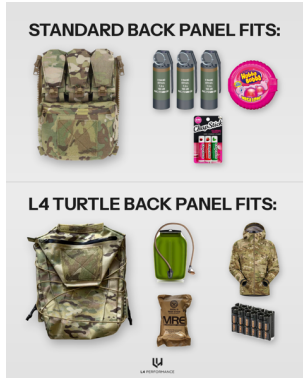




SOCIAL MEDIA KIT

Ready-made posts for dealers. Every graphic comes in feed format (1080 × 1350) and story format (1080 × 1920). Copy the caption, add your shop link and tag @l4performance so we can share it.

01 Turtle Back Panel



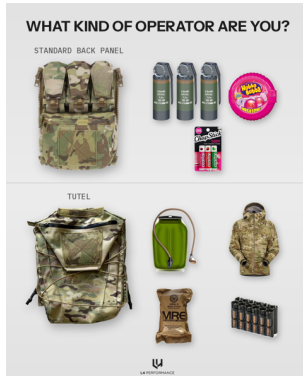
Same zipper, different league. A standard back panel takes three bangs and some lip balm. The L4 Turtle Back Panel takes the hydration bladder, a shell jacket, an MRE and spare batteries — and zips onto Crye Precision and L4 rear plate bags.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #backpanel #platecarrier

FEED L4-social-turtle-back-panel-vs-standard-1080x1350.png

STORY L4-social-turtle-back-panel-vs-standard-story-1080x1920.png

02 Turtle Back Panel



What kind of operator are you? Bangs and bubblegum, or water, warmth, food and power for the whole day. Turtle Back Panel — zips onto Crye Precision and L4 rear plate bags.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #backpanel #platecarrier

FEED L4-social-turtle-back-panel-what-kind-of-operator-1080x1350.png

STORY L4-social-turtle-back-panel-what-kind-of-operator-story-1080x1920.png



03 Mag pouches



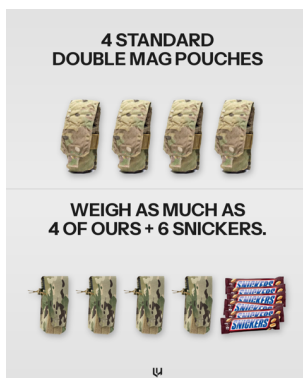
Four standard double mag pouches weigh as much as eleven of ours. Every gram you leave on the shelf is a gram you don't carry up the hill.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #magpouch #chestrig

FEED L4-social-mag-pouch-weight-4-vs-11-1080x1350.png

STORY L4-social-mag-pouch-weight-4-vs-11-story-1080x1920.png

04 Mag pouches



Four standard double mag pouches = four of ours plus six Snickers. Your call what you do with the difference.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #magpouch #chestrig

FEED L4-social-mag-pouch-weight-4-plus-snickers-1080x1350.png

STORY L4-social-mag-pouch-weight-4-plus-snickers-story-1080x1920.png



05 Mag pouches



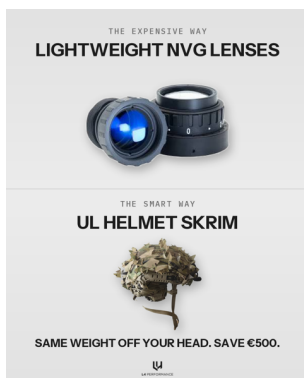
Five standard double mag pouches weigh as much as six of ours and a PVS-14. Light pouches, more room for the gear that matters.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #magpouch #nightvision

FEED L4-social-mag-pouch-weight-5-vs-6-pvs14-1080x1350.png

STORY L4-social-mag-pouch-weight-5-vs-6-pvs14-story-1080x1920.png

06 UL Helmet Skrim



Want a lighter head? Lightweight NVG lenses are the expensive way. Swapping a heavy helmet cover for the UL Helmet Skrim takes the same weight off your head — and saves around €500.

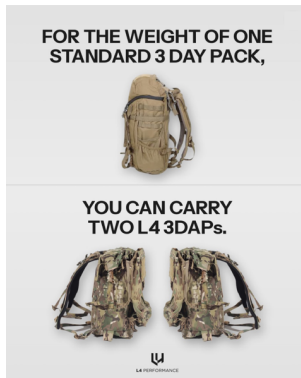
#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #helmetcover #nightvision

FEED L4-social-ul-helmet-skrim-vs-nvg-lenses-1080x1350.png

STORY L4-social-ul-helmet-skrim-vs-nvg-lenses-story-1080x1920.png



07 L4 3DAP



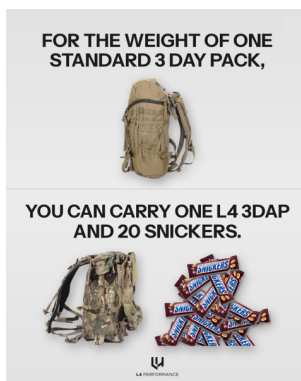
For the weight of one standard 3 day pack, you can carry two L4 3DAPs. Go ultralight or go home.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #3daypack #rucking

FEED L4-social-3dap-weight-two-3daps-1080x1350.png

STORY L4-social-3dap-weight-two-3daps-story-1080x1920.png

08 L4 3DAP



For the weight of one standard 3 day pack: one L4 3DAP and twenty Snickers. Go ultralight or go home.

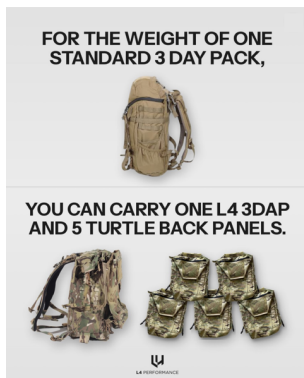
#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #3daypack #rucking

FEED L4-social-3dap-weight-3dap-plus-snickers-1080x1350.png

STORY L4-social-3dap-weight-3dap-plus-snickers-story-1080x1920.png



09 L4 3DAP



For the weight of one standard 3 day pack: one L4 3DAP and five Turtle Back Panels. Go ultralight or go home.

#L4Performance #MadeInFinland #ultralight #loadbearing #tacticalgear #3daypack #rucking

FEED	L4-social-3dap-weight-3dap-plus-5-turtle-back-panels-1080x1350.png
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STORY	L4-social-3dap-weight-3dap-plus-5-turtle-back-panels-story-1080x1920.png
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POSTING PLAN TO BLACK FRIDAY

A suggested rhythm for dealers. Black Friday is 27 November 2026, Cyber Monday 30 November.

WEEK 43 · 19–25 OCT	Turtle Back Panel vs standard (01) + story
WEEK 44 · 26 OCT–1 NOV	Mag pouch weight 4 vs 11 (03)
WEEK 45 · 2–8 NOV	UL Helmet Skrim (06) + field image story
WEEK 46 · 9–15 NOV	3DAP: two 3DAPs (07)
WEEK 47 · 16–22 NOV	What kind of operator are you? (02) · announce your Black Friday
WEEK 48 · 23–29 NOV	Black Friday: 3DAP + Snickers (08) and mag pouches + Snickers (04), daily stories
30 NOV	Cyber Monday: 3DAP + 5 Turtle Back Panels (09), last-chance story

Rules of the road

- Use the graphics as they are — no cropping of the logo, no recolouring, no extra text on the image.
- Organic posts only for graphics that show other brands (Snickers, Hubba Bubba, ChapStick). Do not use those in paid ads.
- Field images from the media bank: credit the photographer if a credit is given, and do not use them in paid ads without asking us first.
- Product names stay in English. Captions can be translated.
- Tag @l4performance and use #L4Performance so we can repost.