



## **Press release**

Unterföhring, Germany, February 2009

### **New partners and manufacturers at ispo winter 09**

**Sympatex® Technologies intensifies partnerships and strengthens its market position with new cooperation initiatives**

**With numerous new in-depth partnerships in winter sports, outdoor sports and active sportswear, Sympatex is systematically expanding its position in the sporting market. More and more leading brands are looking to the benefits offered by the products and innovations from the Munich-based specialist for functional systems. They recognise that uniting high performance with sustainability and environmental friendliness can open up limitless market opportunities.**

### **2009/2010 season**

#### **Billabong**

Australian brand Billabong is well-known throughout the surfer and snowboarder communities, and has been a byword for both style and functionality since 1973. Today, it is one of the world's leading brands of surfwear and accessories. Billabong uses a 3-layer Sympatex laminate in its men's models Snake Jacket and Python Pant and the women's Lanada Jacket, all from its snowboard collection 2009/2010. Billabong's partnership with Sympatex is the perfect symbiosis of performance and style – without sacrificing environmental friendliness.

#### **BRP (Bombardier Recreational Products)**

The revolution continues: along with its high-performance snowmobiles, BRP is now offering sophisticated and innovative outerwear. The hallmarks of this Canadian brand's collection are versatility, durability and performance. In each of its various models, BRP uses 2- and 3-layer Sympatex laminates that are also equipped with innovative highH<sub>2</sub>O technology. This ensures optimal climate control and weatherproofing – even in the most challenging conditions.

## **GoLite**

This American provider of ultralight outdoor clothing is the market leader in its segment. The GoLite line comprises an extensive assortment of outdoor products for a wide range of applications, including clothing, footwear, tents, sleeping bags and backpacks. Weight is the most important criterion for GoLite – without tolerating any loss of performance. In close cooperation with Sympatex, GoLite has developed the McKenzie Reflection<sup>®</sup> laminate, which is available in four new styles. Thanks to the Sympatex Reflexion technology, with its ultrathin aluminised layer, this lightweight material reflects up to 75% of the body's heat, without compromising on breathability, waterproofing or windproofing.

## **Hahnenkamm**

Founded in 1982, this Swedish brand is synonymous with high-quality ski and golf clothing. The Hahnenkamm line, Bergfuehrer Biotec Gear, is the ultimate blend of high performance and environmental friendliness. The product unites 100% PES outer materials with an environmentally friendly Sympatex membrane and the fluorocarbon-free BIONIC FINISH ECO DWR coating co-developed by Sympatex. This combination makes the product not only 100% recyclable and wear-resistant, but also provides optimal breathability and 100% waterproofing and windproofing.

## **Head**

In its 2009/2010 collection, Head is setting new benchmarks for outdoor footwear. The models in its Trekking, Walking and Après Ski collections feature state-of-the-art design and materials. Thanks to the windproof, waterproof and highly breathable Sympatex membrane, the wearer's feet stay comfortably dry, even in the most adverse conditions.

## **Helsport**

The Norwegian brand has been one of the pioneers of outdoor clothing and equipment since 1951. With its brand new Fimbul series, Helsport offers an extremely tough expedition outfit that lives up to even the highest expectations. Thanks to the Sympatex highH<sub>2</sub>O laminate – providing optimum breathability, waterproofing and windproofing – and the highly resistant Cordura outer material, this product leaves nothing to be desired, even in the harshest conditions. In addition, the fluorocarbon-free BIONIC FINISH ECO DWR coating – co-developed by Sympatex – and the PTFE-free Sympatex membrane also make the Fimbul series a leader in environmental friendliness.

## **Kari Traa**

The clothing label from Norwegian Olympic mogul champion Kari Traa offers expressive and sporty women's clothing. The 2009/2010 collection integrates 2- and 3-layer Sympatex laminates.

The ideal symbiosis of high performance and fashionable design, these new styles are the perfect accompaniment, both on and off the slopes.

### **Lacoste**

The new Revan models from Lacoste are stylish sneakers with an added benefit: thanks to a Sympatex highH<sub>2</sub>O liner, this leather footwear is waterproof and offers optimal breathability. These high-quality sneakers come in two colour combinations, each of which is available in a high-top and low-top version.

### **Maier Sports**

For years, this German company has been a byword for modern functional ski and outdoor clothing. Maier Sports was one of the first to adopt the reflective finish technology Sympatex Reflexion. For its new MPT series 3-layer and 3-in-1 jackets, the company has again turned to Sympatex quality, integrating a premium Sympatex PERFORMANCE laminate into its new line. The excellent workmanship and technical features are typical of Meier's high standards of quality.

### **Maloja**

Maloja is one of the most stylish newcomers to come on the scene in recent years. The brand's collections are aimed at winter athletes who are looking to blaze new trails off the beaten track. For its 2009/2010 winter collection, Maloja teamed up with Sympatex to develop the STX Tianjin 3-layer laminate, which lives up to even the highest expectations when it comes to performance and environmental friendliness. Thanks to its robust nylon outer material, the clothing is extremely wear-resistant – and in combination with the eco-friendly PTFE-free Sympatex membrane, it also offers the ultimate in breathability, waterproofing and windproofing.

### **Nike Golf**

Working in close cooperation with Tiger Woods, Nike has created the perfect fusion of performance and luxury: the new Air Zoom TW 2009. Designed for optimal support on the greens, this model unites the comfort of genuine leather with the benefits of functional materials. The Sympatex membrane provides extreme breathability and waterproofing, keeping the wearer's feet comfortably dry – and leaving players free to concentrate on the game.

### **Swany**

For over 60 years, Swany has been known for high-end gloves and accessories. The Sympatex Reflexion laminate integrated into its SX line makes cold, damp hands in winter a thing of the past. In addition to delivering ultimate breathability, waterproofing and windproofing, the Sympatex membrane features an ultrathin aluminised layer that reflects up to 75% of body heat. These high-tech gloves are the perfect companion for icy winter days.

## **Zimtstern**

Zimtstern is *the* cult brand for snowboarders. Since its establishment in 1995, this brand has stood for functional and fashionable snowboarding clothing. The Swiss label integrates Sympatex higH<sub>2</sub>O technology in the softshells of its DLX technical outerwear line. And the partnership between Zimtstern and Sympatex has borne fruit: the DLX line's combination of high-performance, environmentally friendly materials and stylish design won Zimtstern the Eco Responsibility Award at ispo winter 09. This award is intended to spotlight sustainability and raise awareness of this important topic. The Eco Responsibility Award is presented to companies that are considered leaders in cutting-edge eco-friendly technologies.

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For decades, Sympatex® Technologies has been one of the world's leading providers of high-tech functional systems for clothing, footwear and accessories. Sympatex membrane systems provide maximum breathability, total wind- and waterproofness, and therefore optimum climate control. Every application of the technology complies with a comprehensive comfort concept. And, of course, all products are environmentally friendly: Sympatex membranes are 100% recyclable, as well as bluesign® - and 'Oeko-Tex Standard 100'-certified. Sympatex Technologies is represented by around 20 sales and branch offices worldwide and is a limited liability corporation within the Ploucquet Group.

## **Press contact**

Sabine Wilhelm

Head of Public Relations

Sympatex Technologies GmbH

Feringastrasse 7a

85774 Unterföhring

Phone: +49 (0) 89 94 00 58-439