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OutDry® Partners with Mountain Hardwear for Fall 2009 Glove Line

January 20, 2009 (Busto Arsizio, Italy) – [OutDry](http://www.outdry.com), maker of a patented laminate membrane technology for waterproof, windproof and breathable gloves and footwear, partners with Mountain Hardwear for thirteen styles of its Fall 2009 glove line.

“We are so impressed with the superior performance of the OutDry lamination process that we chose to incorporate the technology into all three categories: Alpine, Backcountry and Snowear, as our premier waterproofing solution, for a total for 13 new or updated OutDry styles,” said Dan Ramos, Product Manager for Accessories at Mountain Hardwear.

OutDry uses a three-dimensional laminating process to adhere a waterproof, windproof, and breathable membrane to the inside of the outer most layer of shoes, boots and gloves. Unlike other waterproof liners or booties that leave a gap for moisture to seep in, OutDry’s technology permanently bonds to the shoe or glove creating flawless fit with no folds, seams or seam-sealing tape. The system creates a more waterproof finished product, reduces “wet weight” and improves comfort and dexterity. OutDry also keeps a healthy environment as a top priority using recyclable, non-toxic materials and is PTFE-free.

“Mountain Hardwear’s decision to adopt OutDry in such a broad collection of gloves is an important endorsement for our technology. We are thrilled to introduce our brand and technology to the US market with such a respected apparel company,” says Matteo Morlacchi, co-founder of OutDry.

About OutDry: *With a great passion for the innovation in membrane lamination technology, OutDry is dedicated to making products dryer, lighter and more comfortable for all outdoor enthusiasts. OutDry is utilized by many European outdoor/sport companies such as Lafuma, Trezeta, Gronell and Hugo Boss, Mountain Hardwear and Kamik in America, Mont-Bell, Descente and Bridgestone in Japan. The company is based in North of Italy and has an operative branch in China. For more information on OutDry, please visit www.outdry.com.*



The Comfort Revolution

OutDry[®]
Extreme Waterproof[™]

OutDry[®] patented technology achieves a fully waterproof, windproof and breathable laminated glove outershell

Rain, snow and wind are blocked on the glove's external surface, keeping hands dry and warm while allowing greater breathability and dexterity:

Extreme Waterproofing

The waterproof/breathable OutDry[®] membrane is bonded to the shell, sealing the stitching and any other water entry point. This eliminates gaps between membrane and shell where water can stagnate and create a wet, cold sensation.

Windproof: Keeps hands warmer

With OutDry[®] bonded membrane technology, wind is blocked on the outer surface. With conventional construction, cold air can penetrate the exterior and fill the space between shell and membrane.

Highly Breathable: Manages excess body vapor

The OutDry[®] System prevents moisture build up between shell and membrane which allows body vapor to easily push through the glove, keeping hands dry on the inside.

Perfect Fit: Increased Dexterity

Because the membrane is bonded to the shell, there is no floating insert sandwiched between the shell and the glove's inner lining that can slide around. This creates greater dexterity and comfort for the user.



Bazuka Glove

**MOUNTAIN
HARD
WEAR**



Mountain Hardwear is proud to introduce **OutDry**[®] in its FW09 Handwear collection.

www.outdry.com

What is OutDry® Technology?



OutDry® is not “another membrane in the market” but a new waterproofing technology which truly revolutionises the current standard membrane construction technique.

OutDry®, in fact, uses a waterproof and breathable membrane directly applied to the shoe upper by a patented lamination process.

This new lamination step allows the membrane to perfectly fit and seal the upper, eliminating all possible water entry points.

OutDry® greatly enhances the comfort and the performance of the boots, especially if compared with the standard waterproof lining (bootie) system.



Today all technical and waterproof shoes available on the market are built with a 'bootie' system: a sock made of a waterproof and breathable membrane located inside the shoe.

The 'bootie' is therefore separated from the upper layer and there is an empty space between the upper and the 'bootie'.

Under rainy or snowy conditions, although not reaching the foot, water penetrates and remains in between the 'bootie' and the upper. The soaked shoe becomes much heavier than normal and the membrane breathability is extremely reduced due to the layer of water stagnating in the empty space.



Conversely, with OutDry® technology the membrane is steadily bonded to the upper inner side and there is no space in between. Water remains therefore out of the shoe and the breathability is constantly maintained.



OutDry®

Waterproofness
and Comfort.
No compromise



Process Steps

The heart of the OutDry® technology is the 3D lamination machine, capable, by heat and pressure, to bond the special membrane sets on a pair of stitched and closed shoe uppers in around 60 seconds.



The OutDry® waterproof and breathable membrane is positioned inside the upper already stitched and closed, with lace hooks already placed;



Lamination step is made by the patented diaphragm press (molding technology derived from aerospace industry) capable to laminate the membrane on 3D surfaces;



After lamination, upper and membrane are a unique body and there is no space where water can penetrate.

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OutDry® advantages:

■ Extreme Waterproofness

The OutDry® system moves the waterproof barrier from the internal lining to the external upper. As a result, the water stays on the outer surface of the shoe and your feet remain dry. You will never again experience the unpleasant humid feeling, typical of footwear with waterproofing lining separated from upper (bootie system).

■ Superior Breathability

The OutDry® membrane is specifically engineered for foot and hand protection. It has very high water vapor permeability, certified by the primary international testing facilities. The complete absence of any seam-sealing tape, enables the system to exploit 100% of the waterproof barrier surface's water vapour permeability, thus increasing overall shoe breathability.

■ Unmatched Comfort

The OutDry® system creates a larger volume of dry air between the foot and the waterproof barrier; this dramatically reduces the risk of condensation from excessive perspiration and helps to maintain a stable skin temperature of the foot (by eliminating the loss of heat caused by direct conduction: foot - lining - water).

■ Perfect Fit

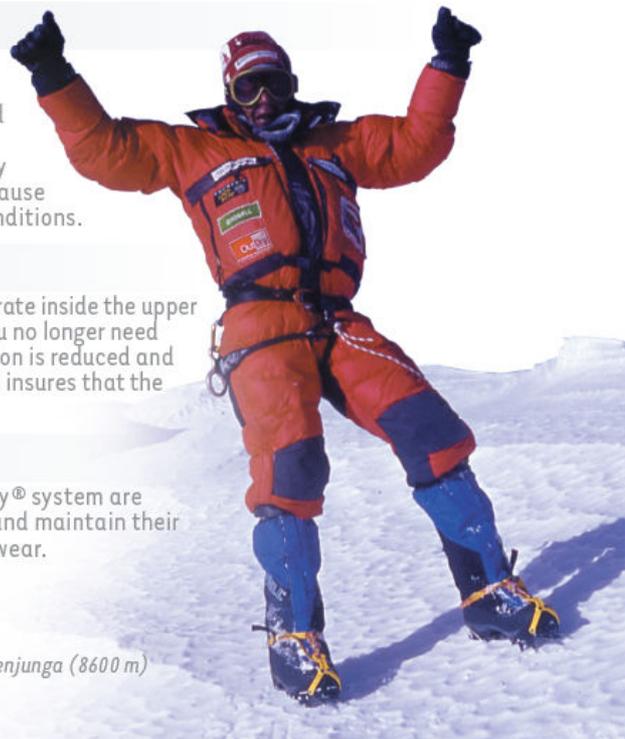
The OutDry® system uniformly seals the upper's inner surface with a thin waterproof barrier (0,05 millimeter). There are no folds, no seams, and no seam-sealing tape. This eliminates potential points of friction with the foot, and consequently decreases the risk of blisters. Blistering is the #1 cause of foot discomfort when hiking under extreme conditions.

■ Lighter All Day

Thanks to the OutDry® system, water cannot penetrate inside the upper and stagnate between the upper and the lining; you no longer need to carry this excess weight around your feet. Exertion is reduced and performance increased. Moreover, OutDry® system insures that the upper absorbs less water and dries much faster.

■ High Quality and Durability

The materials and processes utilized by the OutDry® system are engineered for durability in extreme conditions, and maintain their characteristics for the entire lifetime of the footwear.



Mario Merelli tests OutDry® on top of Kanchenjunga (8600 m)

OutDry® Total Quality

All OutDry® materials and processes are fully tested and guaranteed. OutDry® technicians collaborate directly with world-class footwear manufacturers for setting up production process and verifying waterproofness and comfort requirements.

Sample footwear production is regularly tested at OutDry® laboratories, with advanced technical equipment, in order to verify appropriate quality requirements:

■ Flex Test

This system simulates a continuous 100 Km walk in water. Special sensors immediately indicate any penetration of humidity within the footwear. In addition, OutDry® quality standards set an increase of footwear weight of less than 10% after the test.



■ Centrifuge

This OutDry® patented testing equipment works with 4 special metal boxes, filled with water in a way similar to what a wearer would find in a mountain stream. The footwear is placed in the water-filled box, which is then rotated at up to 250 revolutions per minute and the water is compressed onto the external surface of the footwear (up to 30kPa of pressure).

The whole footwear construction is put under severe test. This test verifies that no humidity has penetrated the footwear and that the 10% increase in weight is not exceeded.



■ Breathability

The OutDry® system insures that the construction materials meet the highest quality standards of water vapor permeability, as set by the SATRA TM47 testing method. This test is conducted at an inside footwear temperature of 32°C (standard temperature for maximum comfort) and simulates better than any other the actual conditions of breathability during a sporting activity.



■ Comfort

Is measured by means of a walking test within a climate controlled environment under various conditions. However, OutDry® considers field testing as the best method of evaluation. OutDry® organizes ongoing testing activities with professionals in various sporting disciplines, where truly waterproof footwear and maximum comfort are essential: Climbing, Trekking, Trail running, Golf, Sailing, Hunting, Motorcycling and more.



■ Environmentally Friendly

OutDry® is made with recyclable, non-toxic materials and absolutely PTFE-free.



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