



OR SUMMER MARKET MEDIA KIT

Craghoppers World Travel Clothing
Booth #41165

www.us.craghoppers.com



CRAGHOPPERS
World Travel Clothing

Introducing New Lines for Spring/Summer 2014

Craghoppers World Travel Clothing | Booth #41165

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CRAGHOPPERS

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CRAGHOPPERS SPRING SUMMER 2014 PREVIEW:

For 2013-14, Craghoppers brings the brand's most extensive collection of stylish, practical travel gear and performance outdoor outerwear ever, newly categorized and reorganized for even easier consumer use and retail success.

NosiLife Travel Clothing – Craghoppers introduces the company's most extensive line of men and women's NosiLife clothing, newly categorized for work and play:

- **PRO:** For those working in harsh climates affected by biting insects the PRO collection offers Insect Shield® insect repellent technology alongside smart stretch fabrics and design elements.
- **CLASSIC:** NosiLife Classic is the first line of defense for world travelers everywhere, blending Insect Shield® insect repellent technology with practical, high-comfort features and lightweight, technical fabrics to make garments ready for any and all environments.
- **PERFORMANCE LIFESTYLE:** Insect Shield® insect repellent technology and style, resulting in a range of clothing that looks and feels great.

NosiLife for Kids – The kids' line for little explorers integrates insect-repellent technology into a variety of clothing that kids will love wearing and parents can trust.

Outdoor Collection – Comprehensive collection of waterproof, solar protective and active stretch designs, newly re-organized into three distinct categories:

- **PRO:** Pro Stretch technology and an ergonomic design combine to offer limitless performance, guaranteed active comfort and unparalleled range of motion.
- **CLASSIC:** Practical outdoor wear employing more than 40 years of experience in the outdoor category.
- **PERFORMANCE LIFESTYLE:** The performance lifestyle range blends smart technologies with the best in comfort and style.

Bear Grylls by Craghoppers – Designed in partnership with worldwide outdoor survival expert and TV star Bear Grylls, the new Bear Grylls by Craghoppers range is specifically designed for high performance from freezing cold to sweltering heat. The Bear Grylls collection is hardwearing, adaptable and ready for anything... just like the man himself. See it in action on Bear's new, hit NBC TV Show: "Get Out Alive."

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Craghoppers Announces Partnership with Dian Fossey Gorilla Fund International

*World Travel Clothing Expert Provides Ongoing Support, Awareness Initiatives and Nosilife
Insect Repellent Apparel for Foundation Team*



SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – Craghoppers, the experts in world travel clothing, announce a new partnership with the Dian Fossey Gorilla Fund International. Best known as the U.K.'s largest outdoor apparel brand, Craghoppers will provide ongoing support, help raise awareness and provide ongoing supply of Nosilife permanent insect repellent clothing for the foundation's teams in the field. The partnership is explained in more detail in a just-unveiled video of Craghoppers' recent visit to the Fund in Rwanda, Africa.

The Dian Fossey Gorilla Fund was founded in 1978 and is dedicated to the conservation and protection of gorillas and their habitats in Africa. The Fund is committed to promoting gorilla protection in Africa, through anti-poaching and daily monitoring, which is central to the Dian Fossey Gorilla Fund International's historic mission. The many ways the Fund protects gorillas have helped to stabilize the mountain gorilla population in Rwanda.

Craghoppers' commitment to the Fund includes the supply of much needed gear to the foundation team and raising awareness of the work they do in Rwanda. Proceeds from fund raising events throughout the year will be allocated to support the following areas:

- Operation of a facility for young gorillas rescued from poachers
- Supplying 3000 primary school students with books and materials
- Conducting conservation programs for six secondary schools
- Providing biodiversity training for local park staff and other conservation partners
- Supporting hundreds of Rwandan students with field courses, internships and dissertation projects

The Dian Fossey Gorilla Fund's work is vitally important as gorilla habitats are under threat, and they help maintain a very delicate balance in the rainforest. Healthy rainforests are a vitally important buffer against the on-going global climate change.



Commenting on the partnership, Craghoppers' Worldwide CEO, Jim McNamara, said: "We are very proud to be supporting such a worthy cause. Craghoppers' exclusive NosiLife range is ideal for the working conditions of the Dian Fossey Fund's team. Malaria is present in Rwanda, and our NosiLife clothing offers permanent insect-repellent protection, which is non-toxic to mammals. The Dian Fossey Fund does unmatched work that is a critical part of tackling the on-going climate change affecting communities all over the world."

Craghoppers will supply NosiLife permanent insect repellent clothing from the brand's European inventory. NosiLife permanent insect repellent clothing uses a proprietary process to lock permethrin into the fiber of each garment, providing ultimate protection from mosquitoes, ticks and other biting insects for the life of the product.

The new partnership comes in conjunction with growth of Craghoppers' NosiLife brand into professional, overseas work environments where environmental conditions can be harsh, uncomfortable and plagued by biting insects. The NosiLife Pro collection offers Insect Shield® repellent technology, practical design features and smart fabrics that wick moisture to control temperature and guarantee comfort in all conditions.

FOR MORE INFORMATION ON THIS PARTNERSHIP VISIT BOOTH #41165.

For more information visit www.craghoppers.com

About Dian Fossey Gorilla Fund International (www.gorillafund.org)

The Dian Fossey Gorilla Fund International is dedicated to the conservation and protection of gorillas and their habitats in Africa. The organization is committed to promoting continued research on gorillas and their threatened ecosystems and to providing education about their relevance to the world. In collaboration with government agencies and other international partners, the fund also provides assistance to local communities through education, health, training and development initiatives.

About Craghoppers World Travel Clothing (www.us.craghoppers.com)

Created more than 40 years ago in the United Kingdom and tested by some of the world's toughest hikers, climbers and outdoors enthusiasts, today Craghoppers is part of the \$600 Million international Regatta Group with 20,000 stores in 30 countries.

The United States Craghoppers launch includes premium, performance products for hiking, climbing, camping and all kinds of recreational travel. Brand lines include Craghoppers, Bear Grylls by Craghoppers and NosiLife, the world's only permanent insect repellent technology.

CRAGHOPPERS

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NEW NosiLife Line Offers Unparalleled Insect, Sun Protection

Insect Shield® Technology Provides Protection; New Categories Offer Pro, Classic and Lifestyle Collections for Consumers and Retailers

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – Craghoppers (Booth #41165) brings the brand's most comprehensive protective travel clothing range ever to Outdoor Retailer for the 2014 spring summer retail season. Newly categorized into Pro, Classic and Lifestyle lines, the NosiLife range offers ultimate insect and sun protection in a series of garments from work wear to world travel to easy summer lifestyle designs.

"We're a world travel and outdoor brand," says Lindsey Hayes, president, Craghoppers North America. "But our 2014 collection is all about bringing our experience and expertise to provide protective, practical and stylish clothing to our consumers whether they're working overseas, traveling on vacation or just trying to stay bite free in the backyard. To that end we've expanded the NosiLife range, added exciting new pieces and re-categorized everything to make understanding individual product lines within the range easy and even more profitable for our retailers."

The new NosiLife range combines insect repellent protection from Insect Shield® with stretch fabrics for easy movement and comfort, and Craghoppers proprietary UV protective technology, SolarShield. The end result is a shirt, pair of shorts or top that absorbs UVB radiation and 70 percent of the sun's UVA rays, scattering the remainder away from the wearer. Designs for spring summer 2014 come in a variety of fabrics from UPF 20-40+ including cooling checks, luxurious linens and casual cottons, so style is not sacrificed for protective performance.

Standouts in NosiLife PRO Line Include:



Men's NosiLife Long-Sleeved Shirt

Insect Shield® insect repellent technology is combined with active stretch for a winning combination of protection and freedom of movement. A lightweight, quick drying construction with SolarShield UV-protection are added advantages. Available in sizes S-XXL in Pool Blue, White and Parchment.



Women's NosiLife Long-Sleeved Shirt

This stylish women's shirt combines Insect Shield® insect repellent with an extra dose of stretch – additional features include a fast drying Wash & Wear construction with integrated SolarShield UV protection. Available in sizes 8-20 in Turquoise Blue, Rose Pink and White.



NosiLife Skirt

This active, contemporary travel skirt features stretch fabric and insect repellency from Insect Shield® insect repellent technology. It is available in sizes 8-20 in Mushroom and Cocoa.



NosiLife Pro Trousers

With an active cut and plenty of stretch these trousers are made for fast hikes in warm climates. Insect Shield® insect repellent and SolarShield UV protection further bolster their impressive technicality. Available in sizes S: 32-36, R: 30-42 and L: 32-36 and in Ashen, Pebble and Black Pepper.

Standouts in the CLASSIC Line Include:



NosiLife Pinar Long-Sleeved Shirt

This lightweight long-sleeved shirt features Insect Shield® insect repellent technology in a bold travel-friendly check design. Other highlights include Wash&Wear, SolarShield and Moisture Control technologies. The Pinar is available in sizes S-XXL in Pool Blue Combo, Royal Navy Combo and Black Pepper Combo.



Women's NosiLife Carmelo Long-Sleeved Shirt

This casual piece employs Insect Shield® insect repellent treatment and is manufactured from a lightweight, stretch fabric for easy comfort on the go. Other properties include fast-drying Wash & Wear construction and SolarShield protection. The Carmelo is available in sizes 8-20 in Velvet Plum Combo and Turquoise Blue Combo.



***NEW* NosiLife Darla Long-Sleeved Shirt**

The lightweight, quick-drying Darla shirt has an Insect Shield® insect repellent treatment and a clever venting action back plus built-in UV protection courtesy of SolarShield technology. The stylish shirt is available in sizes 8-20 in Bright Magenta, Sea Salt, Mushroom and Lilac Spring.

***NEW* Women's NosiLife Jiminez Gilet**

Craghoppers first ever NosiLife gilet for women, the NosiLife Jiminez Gilet, is perfect for throwing on over a shirt or t-shirt for an extra dose of protection. With plenty of pockets – including a concealed security pocket, SolarShield UV protection and moisture wicking technology, the Jiminez is a versatile travel garment and is available in sizes 8-20 in Mushroom.

Standouts in the PERFORMANCE LIFESTYLE Line Include:



***NEW* NosiLife Avila Hooded Jacket**

This soft cotton jacket offers comfort and protection when the sun goes down. Constructed from a lightweight mélangé fabric with insect repellent technology, features include a draw cord hood, two zippered lower pockets and a full-length zip. The Avila is available in sizes S-XXL in Port Red Marl, Windsor Blue Marl and Quarry Grey Marl.



***NEW* NosiLife Baracoa Trousers**

The NosiLife Baracoa Trousers are active trousers with articulated knees for unrestricted movement. Featuring moisture wicking technology for comfort and fast drying Wash & Wear for quick and easy laundering, the Baracoa Trousers are available in sizes 30-42 in Pebble and Windsor Blue Marl.



***NEW* Women's NosiLife Sabana Dress**

Perfect for an evening out, the NosiLife Sabana Dress is a lightweight sundress packed with protective insect-repellent technology and UV protection. The Sabana features a stylish twist neckline, is quick drying and available in sizes 8-20 in Lichen Green, Navy Blue Combo and Rose Pink Combo.



***NEW* Women's NosiLife Sirena Hooded Jacket**

The Sirena Hooded Jacket is a warm weather cover up and features a front panel security pocket and a new feminine script Craghoppers logo. The Sirena is available in sizes 8-20 in Rose Pink, Navy Blue and Lichen Green Marl.



***NEW* NosiLife Clara Pant**

These pants feature Insect Shield® insect repellent alongside a quick-drying, wicking fabric construction and SolarShield UV-protective technology. The flattering pants also include added stretch for guaranteed freedom of movement. Available in sizes R: 8-20 and in Navy Blue Combo and Lichen Green.

For current product information visit www.craghoppers.com.



Craghoppers

World Travel Clothing

About Craghoppers World Travel Clothing (www.us.craghoppers.com)

Created more than 40 years ago in the United Kingdom and tested by some of the world's toughest hikers, climbers and outdoors enthusiasts, today Craghoppers is part of the \$600 Million international Regatta Group with 20,000 stores in 30 countries.

The United States Craghoppers launch includes premium, performance products for hiking, climbing, camping and all kinds of recreational travel. Brand lines include Craghoppers, Bear Grylls by Craghoppers and NosiLife, the world's only permanent insect repellent technology.

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NEW NosiLife Kids Line Provides Mosquito Protection for Outdoor Loving Kids

Kids Protected from Biting Insects; Parents Get Peace-of-Mind on Travel, Camp Trips

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – Help is finally at hand for parents of outdoor-loving kids everywhere. New for spring summer 2014, Craghoppers (Booth #41165), the UK's leader in outdoor apparel, unveils a new line of NosiLife apparel for kids who love the outdoors and parents who hate the bug bites that often come with summer travel, camping or family outings.

“Kids love being outside in the summer, but bug bites can quickly derail the fun for the entire family,” says Lindsey Hayes, president, Craghoppers North America. “We’ve been hard at work on an answer and for spring summer 2014 we’re introducing our new NosiLife line. All garments are completely safe and non-irritating for children, but toxic to all mosquitoes, ticks and biting flies. It’s one giant step toward bug-free family travel.”

Rugged, comfortable and durable, the tops, trousers and shorts will keep your little ones protected during outdoor playtime.

Sure-Fire Favorites for the Kiddos:



Boys NosiLife Avila Hooded Jacket

Extra protection for intrepid adventurers when dusk sets in, Craghoppers' boy's Avila Hooded Jacket features Insect Shield® insect repellent technology to offer protection from biting insects.



NosiLife Cargo Trousers

Plenty of cargo pockets, plus a clever extendable leg for growing boys are combined with smart technological developments including Insect Shield® insect repellent and SolarShield UV protection.



NosiLife Sirena T-Shirt

This cotton t-shirt is available with two different designs featuring Moufina, the unofficial Craghoppers mascot. The Sirena also features Insect Shield® insect repellent technology.

NosiLife Clara Trousers

These travel-ready trousers are constructed with stretch fabric plus Insect Shield® insect repellent.

For current product information visit www.craghoppers.com.

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Craghoppers Launches New Active Outdoor Range for Spring / Summer 2014 *New Range Offers Stretch Fabric Construction, UV Protection, Clever Functional Detailing*

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – For spring summer 2014, Craghoppers (Booth #41165), the UK's most popular outdoor apparel brand, has further expanded its classic Outdoor range with new designs and a portfolio reorganization that focuses the expansive range into Pro, Classic and Lifestyle lines.

“This year’s Outdoor range stays true to our brand’s roots,” says Lindsey Hayes, president, Craghoppers North America. “Craghoppers was started 40 years ago by guys who loved to climb but needed high-performance gear. Our 2014 spring summer collection really takes what we’ve learned from four decades of working with lightweight and technical fabrics to introduce a range that offers both wet weather and UV sun protection as well as solutions for all kinds of outdoor pursuits at every level.”

Using signature technologies and design detailing, Craghoppers’ 2014 spring summer Outdoor range offers a complete outfit for any outdoor enthusiast from seasoned hiker to weekend walker. Garments include jackets, pants, base tees, lightweight layers, crops and tunics that guarantee freedom and full range of motion. Stretch fabrics and smart cuts help garments move in sync with every wearer’s active demands while offering improved wearability and optimal comfort. For changeable weather conditions, the collection combines wind and waterproofing protection with Craghoppers’ proprietary SolarShield Zinc Oxide (ZnO) technology for UV sun protection.

Standouts in the PRO Line Include:



***NEW* Compresslite Packaway Hooded Jacket**

A lightweight, windproof, insulated ClimaPlus jacket, which packs away into its own bag. It also includes two zippered pockets and elasticated bound cuffs and hood, plus an adjustable draw cord hem for a comfortable fit. The Compresslite is available in sizes S-XXL in Black, Red, Dark Blue Wave and Bright Green.



NEW Pumori Packaway Jacket

For women, the Pumori Packaway Jacket offers the same innovations as the men's Compresslite and is available in sizes 8-20 in Rose Pink, Black and Caribbean Sea.



Women's Kiwi Pro Trousers

Enough stretch to ensure complete freedom of movement backed up by SolarShield UV protection, SmartDry technology to repel rain and stains and an easy care Wash & Wear construction. Available in sizes S-L: 8-20 in Deep Rose, Dark Purple, Mid Khaki, Black, Cocoa.



NEW Linton Pro II Trousers

Active fit trousers with stretch construction and secure zip-fastening pockets. Available in sizes S: 32-36, R: 30-42 and L: 32-36 in Granite or Dark Khaki.

Standouts in the CLASSIC Line Include:



Kiwi Short-Sleeved Shirt

A classic walking shirt, the Kiwi short-sleeved shirt features SolarShield technology for UPF 40+ protection and is easy to care for thanks to Craghoppers Wash & Wear construction. This classic shirt is available in sizes S-XXL in Provincial Blue, Pebble, Faded Indigo and Oatmeal.

Standouts in the PERFORMANCE LIFESTYLE Line Include:



NEW Portland Long-Sleeved Shirt

A lightweight checked SolarShield ZnO UVA and UVB-protective checked shirt, guaranteeing both comfort and protection. Available in sizes S-XXL in Roasted Red Combo, Light Sea Green Combo and Windsor Blue Combo.



NEW Cooper Trousers

Cotton trousers with articulated knees for complete freedom of movement, integrated SolarShield ZnO UVA and UVB protection plus a hidden security pocket for concealing valuable items. These stylish pants are available in sides 30-42 in Roasted Red, Windsor Blue and Taupe.



NEW Loxley T-Shirt

This stylish, relaxed scoop neck t-shirt is constructed with comfortable cotton with added SolarShield ZnO technology that offers protection from UVA and UVB rays. Available in sizes 8-20 in White, Powder Blue and Soft Pink.



NEW Loxley Tunic

A relaxed summer tunic incorporating Craghoppers' SolarShield ZnO technology to offer protection against UVA and UVB rays. This stylish top is available in sizes 8-20 in Powder Blue and White.

For more information please visit www.craghoppers.com.



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New Bear Grylls by Craghoppers 2014 Collection Unveiled at OR

New Designs Unveiled at Outdoor Retailer Show; Designed, Tested by Bear Grylls, featured on new hit NBC TV Show "Get Out Alive"

SALT LAKE CITY, Outdoor Retailer Show, Aug. 2013 – There's no rest for world famous survival experts, it seems. While busy filming his new, hit primetime NBC television show, "Get Out Alive," Bear Grylls took time to test and sign off on new gear for the Bear Grylls by Craghoppers 2014 Spring Summer collection.

"We couldn't be more excited about the new line of Bear Grylls gear for the spring summer season," says Lindsey Hayes, president, Craghoppers North America. "It's great that consumers and retailers can see the new designs put through their paces on Bear's new TV show, but they've all been through far tougher and extreme conditions and testing prior to launch. This new collection is designed to withstand really unforgiving conditions and every garment."

The Spring Summer 2014 is categorized into the Survival and Lifestyle collections. Survival is inspired by Bear in action and features water and windproof protection, stretch fabrics for maximum range of motion and clever performance detailing, while Lifestyle is Bear in downtime mode, offering fans a collection of casual and stylish tops, tees and trousers. Garments are all designed and field tested by Bear himself and manufactured to Craghoppers exacting high-performance standards.

Standout Products from the Spring Summer 2014 Bear Grylls by Craghoppers Line Include:



NEW Bear Survivor Pro Jacket

In addition to full-on weather protection care of Craghoppers' AquaDry waterproof technology, for the ultimate in survivability this durable jacket features survival pockets and comes complete with a flashlight, compass and foil blanket. Detailing includes cord zipper pulls and high abrasion shoulder patches as well as a mini survival guide printed into the lining of the jacket for emergency situations.



NEW Bear Survivor Pro II Softshell

With Craghoppers WindShield construction for water repellency and total windproofing, this shell is Bear's choice for perfect layering. High abrasion shoulder patches ensure endurance in testing conditions, while survival credibility comes care of utility zip cord pulls and a rear survival pocket containing emergency supplies such as a flashlight, compass and foil blanket.



Bear Long-Sleeved Base Top

When you move at Bear's pace you need a baselayer that can quickly wick away moisture to keep you comfortable in the toughest conditions. This top will do just that, and Wash & Wear construction makes for zero-hassle care credentials.



Bear Survivor Trousers

They're called Survivor Trousers because they'll survive anything. Ergonomic stretch panels, SolarShield UV protection, SmartDry rain and stain repellency and a Wash & Wear construction are their technological hallmarks. Available in sizes S-L, 26-42 in Black Pepper/Black and Metal/Black.

For current product information visit www.craghoppers.com or www.beargrylls.com.

About Bear Grylls

Bear Grylls is one of the world's most renowned adventurers of recent years. Now a world traveler, adventurer and TV personality, Bear served with the British SAS from 1994 to 1997. In 1996 he broke his back in three places from a free fall parachuting accident but survived and went on to become the youngest British person to climb Mount Everest in 1998. In 2003 he led the first unassisted crossing of the frozen North Atlantic in an open, rigid, inflatable boat. Four years later he became the first man to fly a powered paraglider higher than Mount Everest. In 2008 he led an expedition to climb one of the most unclimbed, remote peaks in Antarctica in aid of Global Angels and to raise awareness of the potential of alternative energies. In 2009 he was voted Chief Scout and figurehead to more than 500,000 boy scouts in the U.K.



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The Craghoppers Story

The History

Craghoppers was born in 1965 in West Yorkshire, England, the brainchild of people who loved the outdoors and wanted no-nonsense, affordable outerwear that performed and traveled exceptionally well. Prototypes were meticulously designed and rigorously hand tested from the beautiful British Peak District to Mount Everest. Today, Craghoppers is part of the Regatta group, one of Europe's leading outdoor products retailers and is sold worldwide in 26,000 retail outlets and 30 countries, but the same philosophy and testing process is more important than ever. The brand and production process remains hands-on, with new designs sent out to lakes and mountains and streams to test exactly how they stand up and which features could be tweaked to make them even more user-friendly and real-world practical.

Craghoppers has always been about a love of the outdoors and the experience of travel. The company's designers and R&D specialists travel the world, seeking inspiration, new technologies and fabrics and then put them to use in the creation of gear and accessories that perform under the toughest conditions. The formula has made Craghoppers Britain's leading authority in outdoor, travel and adventure clothing and a major seller worldwide.

Our Technology

The Technology

Everything produced under the Craghoppers or Bear Grylls by Craghoppers lines are meticulously planned. Innovative technologies, leading design-treatments and premier production processes are all employed to ensure the kind of attention to detail and real-world practicality that help Craghoppers stand out.



NosiLife

World-exclusive technology that uses a textile impregnation process to give synthetic fabrics permanent insect repellency that lasts a lifetime of wear. NosiLife is the only permanent insect repellent technology in the world and has been rigorously and independently tested by the London School of Hygiene and Tropical Medicine, the leading test authority in Europe.



SmartDry

SmartDry Nano technology locks water repellent properties into fabric to ensure spills and water run right off. The technology is one of the first to offer repellency without the use of environmentally damaging fluorocarbon.



Insulation

It comes in many shapes and sizes to fit every adventure. Garments include incredibly lightweight microfleece for emergency layering, natural down for nighttime freezing and boucle fleece for a super-soft alternative to wool.



GORE TEX

GORE-TEX® Membrane is at the heart of all GORE-TEX® garments. It is completely wind and waterproof, but permeable for water vapor (perspiration). The GORE-TEX® Membrane contains more than 9 billion pores per square inch. An oleophobic (oil hating) substance is then targeted to prevent contamination from things like body oils and insect repellents. Every new GORE-TEX® product prototype is put through a rigorous series of tests in the Gore testing labs before final certification.



Antibacterial

Fabric finished with an anti-bacterial treatment prevents odor from perspiration.



SolarDry

SolarDry fabric provides essential protection from the sun's harmful UV rays. Fabrics are tested in every color to ensure that they meet a minimum UPF 40+, the international standard for clothing to be considered truly protective. The Ultraviolet Protection Factor (UPF) of a garment is the level of protection it gives against harmful UVA and UVB radiation. UPF's are calculated by measuring the amount of harmful UV radiation that passes through the fabric.



SolarShield Zinc Oxide UV Protection

SolarShield ZnO technology employs a safe, skin-friendly and residue-free zinc oxide treatment applied to the garments' fabric during manufacturing. The end result is a shirt, pair of shorts or top that absorbs UVB radiation and 70 percent of the sun's UVA rays, scattering the remainder away from the wearer. SolarShield provides UPF 20-40+ protection in cottons, linens and other fabrics.

Environmental Responsibility

All Craghoppers products are designed and manufactured with as little environmental impact as possible.



Fair Trade Cotton

All products are made from Fair Trade certified cotton products. The Fair Trade mark appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal. Fair Trade certification guarantees a fair and stable price for small-scale cotton farmers - whatever the state of the global market.



Organic Cotton

As part of Craghoppers commitment to the environment, production processes are being changed to use only organic cotton farmed without the use of potentially harmful pesticides and toxins.



Merino Wool

Many Craghoppers products use natural Merino Wool, which provides exceptional performance under many conditions, stays warm when wet and has natural anti-microbial properties.



Dare2B

Outdoor Retailer Summer Market 2013
Media Kit



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Welcome to Our Mountain

Dare 2b is part of the international multi million dollar Regatta Group, one of Europe's leading outdoor product suppliers. The mountain sports clothing brand designs, produces and markets high style and performance apparel for bike, run and winter snow sports for active, adventure-loving consumers across Europe and now the United States.

DARE 2B COLLECTION OVERVIEW:

AEP Oscar Pereiro Line

Dare 2b partnered with Tour de France winner Oscar Pereiro to help design and produce a road cycling apparel line that combines performance and comfort with high quality fabrics and innovative design. Periero understands the need for comfort and movability while riding, so each AEP garment features articulated cuts, strategically placed seams and smart panels to guarantee every rider feels the garment mold and move with them as they ride.

Urban Line

New for 2013-14, the Dare 2b Urban Line is the perfect intersection of fashion, form and function. Designed with modern consumer lifestyle needs in mind, the collection features stylish, on-trend pieces for everyday wear that also incorporates smart technology that guarantee comfort

Fast & Light Apparel Line

Designed specifically for active outdoor consumers, the new Fast & Light line features lightweight, stretch fabrics to ensure ultimate freedom and movability on the go. Complete with moisture wicking fabric technologies and clever ventilation zippers, all Fast & Light garments keep runners comfortable and protected whether they are gearing up for the big hill or the final sprint.



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UK Active Brand Dare 2b Brings Performance AEP Line to U.S. Cycling Enthusiasts

Performance Designs in Partnership with Tour de France Winner Oscar Pereiro

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – If you’ve ridden in the Tour de France you know a thing or two about performance and precisely what a garment needs to do to keep you cool, comfortable and in winning form. This season Dare 2b introduces a performance road cycling line designed in partnership with tour winner Oscar Pereiro that offers U.S. cycling enthusiasts a taste of Tour de France style and ultimate performance features.

“We may not have a yellow jersey in the AEP collection this year,” says Lindsey Hayes, Dare 2b president, North America. “But that’s because every design is a winner. Working with Oscar, we’ve translated the comfort, performance and technical needs of a race champion into a line that’s accessible for all road cycling enthusiasts of every level.”

All AEP line garments are manufactured from stretch fabric with Body Next to Skin Technology so garments move with the natural motions of the rider. Each jersey also offers wind – and water-proof membranes to protect in inclement weather conditions and employ anti-bacterial odor control technology to guarantee long-life wear and comfort on long or endurance climbs.

Clever construction is a mainstay of every Dare 2b design. Each AEP piece is designed with the riding position firmly in mind and manufactured with stretch mesh venting zones, smartly articulated sleeve designs as well as long backs with scooped elasticated hems incorporating a gel gripper tape for perfect positioning. Tights in the range include an exclusive, new and improved AEP gel pad larger than earlier designs to offer maximum comfort on every ride.

KEY ITEMS FROM THE MEN’S AEP LINE INCLUDE:



AEP Leadout Jersey

Featuring quick dry wicking performance fabric, a long back with scooped elastic hem and gel gripper tape, this jersey includes breathable mesh inserts in the underarm to keep riders cool and comfortable on hot rides.



AEP Circuit Jersey

This lightweight jersey employs anti-bacterial odor control technology with quick drying performance fabric. The short-sleeved jersey also features three compartment stash zipper pockets at the rear and reflective detailing for enhanced visibility.

AEP Time Trial Jersey

Constructed to keep riders comfortable at even high speed, the Time Trial jersey features stretch mesh venting zones; lightweight, quick-drying fabric; a full-length center zipper as well as anti-bacterial odor control treatment. Photos available upon request.



AEP Pull Through Bibbed Short

These shorts are lightweight and quick drying with a 3D molded stretch multi-density insert with gel injection pads. Coolmax moisture control and anti-bacterial treatment ensure riders stay dry and comfortable while riding. A 10-panel construction process ensures ultimate movability for every rider and is combined with a breathable mesh bib.

AEP Slipsteam Windshell

Featuring Illus D-lab woven stretch polyester fabric, this windshell is completely breathable, windproof and water repellent, making it a must-have item for cycling in all weather conditions. With a scooped back hem, shaped collar and cuff as well as an articulated sleeve design, this jacket is designed with both style and comfort in mind. Photos available upon request.



AEP Upshift Race Cape

The Race Cape is constructed with Illus windshell super lightweight polyamide fabric, making it wind resistant and water repellent. Clever design means the cape can also be packed into a rear zippered pocket for quick weather changes on the go.



AEP Full Tuck Jacket

With taped seams and a hi-tech, water-repellent front zipper with autolock slider, this jacket is ready for any weather condition. Cuffs feature a water repellent zipper with mesh insert. And to ensure riders stay completely dry, the back scooped hem also offers gel gripper tape for stay-in-place riding protection.

Momentum Windshell

The Momentum is a 2-in-1 design, featuring detachable sleeves with zippers to the front and snap magnets to the rear. In addition to a scooped hem, the back also features mesh ventilated back panels. Made with wind-resistant fabric and a water-repellent finish for wet weather protection, the jacket also includes an articulated sleeve design with integral thumb loops and elasticated cuffs. Photos available upon request.

KEY INTRODUCTION FROM THE WOMEN'S AEP LINE INCLUDE:



AEP Spinspeed Jersey

Made with lightweight, anti-bacterial odor control treatment, the Spinspeed is quick drying with unbeatable wicking performance. The jersey also features stretch mesh venting zones and reflective detail for enhanced visibility.

AEP Roller Jersey

The Roller Jersey is a lightweight stretch jersey with anti-bacterial odor control treatment and quick drying fabric. Sublimation printed for a true color and fast look, the Roller also features a full-length center zipper for warm-weather venting, as well as stretch mesh venting zones. Photos available upon request.



AEP Breakaway Bibbed Short

The Breakaway Short feature an AEP 3D molded stretch multi-density insert with gel injection pads plus Coolmax moisture control with anti-bacterial treatment. The shorts are anatomically designed with an Oxy flow ventilation insert and a 10-panel construction design. A Y-shaped front bib with hook fastening and flat locked seams guarantee riding comfort.



AEP Echelon Windshell

The Echelon Windshell is made from Illus D-lab woven stretch polyester fabric and a breathable unbound stretch back panel. Wind-resistant fabric and water-repellent properties provide all-weather protection on the road. The windshell also features a scooped hem and zipped rear pocket.

AEP Downshift Race Cape

The Race Cape is made with super lightweight polyamide fabric featuring wind-resistant and water-repellent properties. Designed with shaped collar, front center zipper and an articulated sleeve design with elasticated cuffs, the Race Cape is also packable into a rear zippered pocket for quick-weather changes on the road. Photos available upon request.



Paceline Jacket

The Paceline Jacket is made with waterproof and breathable Ared V02 10,000MM lightweight polyester ripstop fabric. Strategically placed 4-way stretch panels ensure ultimate movability and comfort. With a water-repellent finish, taped seams, water-repellent zipper cuffs with a mesh insert, this jacket is ready for even the wettest weather.

Expedite Windshell

With ultimate flexibility, the Expedite Windshell is perfect for changing weather conditions on the road. Made from lightweight wind and water-resistant polyester fabric, the Expedite features detachable sleeves with zippers to the front and snap magnets on the rear that turn it into a stylish gilet. With comfort in mind, the windshell also features a long back with scooped elasticated hem and mesh ventilated back panels. Additional features include a zippered pocket and LED compatibility. Photos available upon request.

For more information about the Oscar Pereiro Collection or any other Dare 2b lines, visit www.dare2b.com.



About Dare 2b

Dare 2b is all about having fun on the mountain. The active outdoor apparel brand is part of the multi million Regatta group in Europe, and designs high-style, high-performance outdoor apparel for bike, run and winter snow sports. Based in Manchester, England, Dare 2b is owned by the Black family, bringing more than 80 years and three generations of experience in making high quality products. The Dare 2b brand was established in 1999 and is today widely sold throughout Europe. The company employs more than 400 people and exports to more than 30 countries with dedicated sales offices in France, Belgium, Germany, Holland, Spain and the United States.



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New Urban Cycling Apparel from Dare 2b

*Fashion, Form and Function Combine for Wear Anywhere, Cycle Everywhere
Street Fashion Line*

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – New to Outdoor Retailer Summer Market, the Urban Cycling line from British active brand Dare 2b brings urban fashion influences together with smart commuter design features and fabrics. The result: a wear anywhere, cycle everywhere collection of shirts, pants and other garments that have both street fashion and cycling performance in their design DNA.

“Road-race Lycra is not for everyone,” says Lindsey Hayes, Dare 2b president, North America. “There’s a whole new generation of style-conscious, urban consumers who commute by bike in metro areas across the country. This Urban line is designed specifically for them with fabrics, designs, colors and cuts that follow fashion-forward street style but also combine cycling-friendly design features for comfort in the saddle.”

As well as on-trend color palettes and modern garment silhouettes, key design components of the Urban line include 360-degree reflective detailing for safe cycling, air ventilation outlets for temperature control, d-lock storage waistbands, reinforced seat areas in pants and displaced shoulder seams for shoulder strap abrasion protection and comfort.

The 16-piece collection includes men’s and women’s shirts, vests, jackets, pants, shorts and hoodies designed for life on and off the bike path.

STANDOUTS FROM THE MEN’S URBAN CYCLING LINE INCLUDE:



Fortify Shirt

This stylish shirt is perfect for transitioning from the bike path to the office. Made with breathable cotton, the Fortify is treated with anti-bacterial odor control and quick drying technology. Displaced shoulder seams help avoid bag straps rubbing while underarm ventilation eyelets keep temperatures just right. Subtle details like 360 reflectivity remind riders that the shirt was designed with the road in mind.



Pillion Trouser

The Pillion Trouser is made with a durable cotton/elastane stretch twill fabric and a water-repellent finish for ultimate protection in any weather. A shaped high back waistband and reinforced seat, guarantee no-sag, ultimate-comfort rides to and from work – or wherever. Also available as shorts.



Nimbus Jacket

Made with waterproof and breathable Ared 5000 coated nylon fabric, the Nimbus Jacket features a grown on hood with reflective trim, four zippered pockets, underarm ventilation eyelets, 360 reflective details and adjustable cuffs.

STANDOUTS FROM THE WOMEN'S URBAN CYCLING LINE INCLUDE:



Wind Jammer Shirt

The Women's Wind Jammer Shirt is made from lightweight, breathable cotton and treated with anti-bacterial odor control treatment. With unbeatable wicking performance and quick-drying fabric, this shirt keeps riders cool and comfortable on their ride and looking good around town.



Deep Seated Trouser

The Deep Seated Trouser is made with a durable cotton/elastane stretch twill fabric to ensure complete movability. Treated with anti-bacterial odor control and a water-repellent finish, these pants do it all. With a shaped high back waistband and reinforced seat, cyclists will stay comfortable on long rides. Also available as shorts.



Impassable Jacket

The Impassable Jacket is made with Ared 5000 coated nylon fabric. With a water-repellent finish, grown on hood and taped seams, the jacket is ready for any kind of weather. The Impassable has four zipped pockets to store belongings and is LED compatible.



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Introducing Fast & Light – New Stretch Apparel Line from Dare 2b *Lightweight, Stretch Fabrics, Technical Detailing Apparel for Runners of all Levels*

SALT LAKE CITY Outdoor Retailer Show, Aug. 2013 – This season British active brand Dare 2b brings the all-new Fast & Light apparel collection to trails everywhere. The collection features lightweight fabrics, breathable and waterproof technologies and a close attention to performance at every level.

“Dare 2b is all about activity in the outdoors so that means several things to the way we have designed the collection,” said Lindsey Hayes, Dare 2b president, North America. “Fast & Light is all about stretch fabric technology for ultimate range of motion as well as carefully selected lightweight fabrics that move with the body but also guarantee breathability, temperature control and weather protection.”

Key features of the new Dare 2b Fast & Light line include the brand’s proprietary Ilus core technology, Body lightweight material, anti-bacterial odor control treatment and mesh venting zones for temperature control. Reflective detail provides increased visibility on the road while handy storage compartments are great for stashing cell phones, energy bars and other items.

STANDOUTS FROM THE MEN’S FAST & LIGHT COLLECTION INCLUDE:

Intensity Core Stretch

This stylish half zip is made with the Ilus warm backed knitted stretch fabric and a stretch bound cuff and hem. The quick-drying, stylish jacket also features underarm mesh panels and is perfect for runners in any weather. Photos available upon request.

Fuseline Core Stretch

Made with Ilus Core warm knitted stretch fabric, the Fuseline Core Stretch pullover features a half zip and is constructed from quick-drying fabric. Photos available upon request.

Imperial Softshell

Lightweight, windproof and water repellent, this softshell also features a detachable technical hood with adjusters. The practical jacket has three zippered pockets and an adjustable shock cord hem system. Photos available upon request.

Tactical Softshell

With a detachable hood, adjustable shocked hem system and two zippered pockets, this waterproof and wind-resistant jacket is perfect for serious runners. Photos available upon request.

Trammel Jacket

The Trammel Jacket is made with waterproof and breathable 4-way stretch fabric, taped seams and a grown-on hood with high collar and adjusters. Featuring 2-way underarm ventilation zippers, this jacket is ready for any adventure. Photos available upon request.

Analogue Jacket

The Analogue Jacket is constructed with waterproof and breathable 4-way stretch fabric, a water-repellent finish and taped seams. With underarm ventilation zippers and adjustable cuffs, this high-comfort, high-performance jacket also features three external and one internal zippered pocket with an MP3 port. Photos available upon request.

Encircle Jacket

The Encircle Jacket is made with waterproof and breathable 4-way stretch fabric, taped seams, roll-away hood and a waterproof center zip. The jacket also features two external zipper pockets and one internal zipper pocket. Photos available upon request.

STANDOUTS FROM THE WOMEN'S FAST & LIGHT COLLECTION INCLUDE:

Oblige Core Stretch

Made with Ilus Core warm backed knitted stretch fabric, the Oblige Core Stretch is quick drying and comfortable for runners of every level. Featuring underarm mesh panels for venting, and a half zip, the Oblige is versatile in any weather. Photos available upon request.

Loveline Core Stretch

The Loveline Core Stretch features quick drying material and a stylish half zip, runners will be confident and comfortable in this pullover. Made from Ilus Core stretch fabric, the Loveline moves with runners every step of the way. Photos available upon request.

Splendent Softshell

This softshell is made with Ilus D-lab woven stretch polyester fabric. Both water repellent and wind resistant, the Splendent is ready to take on runs in any weather. Featuring a detachable hood and underarm ventilation zips, runners will stay cool and comfortable on tough runs. Photos available upon request.



Highlight Gilet

The lightweight Highlight Gilet is made with a windproof membrane and a water-repellent finish. With three zipper pockets and a stretch bound hem, this gilet is ideal for serious and casual runners alike.



Pellicle Jacket

The Pellicle Jacket is made with waterproof and breathable 4-way stretch fabric. With a durable water-repellent finish and taped seams, the jacket is designed to keep runners dry in all weathers.



Stratify Jacket

The waterproof, breathable Stratify Jacket is made with an articulated sleeve design, adjustable cuffs and 4-way stretch fabric. With two long, lower pockets with water repellent zippers, the Stratify can carry plenty of belongings for any journey.



Pavillion Jacket

The waterproof, breathable Pavillion Jacket features taped seams and a grown-on, rollaway hood with adjusters. The lining is made with part mesh, part polyester taffeta.

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Ethical & Responsible Business Practices

We're big believers that the mountain is a place for adventure, for adrenaline, energy and excitement. So we're focused on designing and producing quality clothing that helps consumers get the most out of their outdoor adventure while also being conscious of the eco footprint we leave behind.

Dare 2b is committed to keeping the environment and everyone involved in producing our gear healthy and happy. Here's how:

- **Sustainability** – Dedicated focus on reducing and eliminating waste wherever possible.
- **Ethical** – Programs that ensure our factory workers are treated fairly and their safety is never compromised.
- **Environmental** – Commitment to reducing any negative impacts that factory chemicals and waste products may have on the community and environment.
- **Social** – Initiatives that strive to create a positive impact on the lives of our employees, suppliers and customers.