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EOG restructures and re-opens membership

19 Feb 2007

Members of the European Outdoor Group (EOG)—an association which represents the common interests of the European outdoor industry—have agreed changes to the structure of the association. As a result, current EOG members have now become members of a new 'Founders Council' which will meet twice a year to discuss issues relevant to the EOG, and will be made up of a representative from each of the current members. Each member of the council will also be entitled to invite other companies to join the association.

The founding members also agreed that EOG will relocate its headquarters to Zug in Switzerland.

The restructuring having been agreed, membership of the EOG has now re-opened. To become a member, a brand must trade in at least four European countries and have a turnover in excess of €4 million.

Originally founded in 2003 by nineteen of the world's largest outdoor companies, the EOG now has 32 members.

BASF's Elastogran to acquire PCC

19 Feb 2007

BASF Group's subsidiary Elastogran plans to purchase Dutch polyurethane system house Polymer Chemical Company BV (PCC). An agreement finalising the acquisition was signed by both parties on February 15 and will be completed, for an undisclosed sum, subject to the permission of the Monopoly and Merger Commission.

Founded in 1976, PCC has operated as an independent system house mainly for polyurethane rigid foam systems and spray coatings. The company employs approximately 30 staff and has a 10,000 m² plant in Boxtel, near Tilburg. Following the conclusion of the planned acquisition PCC will be integrated into the Elastogran Group as a subsidiary under the name Elastogran BeNeLux BV.

Elastogran is a member of the BASF Group producing polyurethane systems and special elastomers. Headquartered in Lemförde, Germany, the company has nine affiliates with ten sites in France, Great Britain, Italy, Russia, Sweden, Spain, South Africa, Turkey and Hungary.

Huntsman to sell US base chemicals and polymers business

19 Feb 2007

US-based chemical company Huntsman has reported lower revenues of $2,535.9 million for the fourth quarter of 2006, compared with $2,555.9 million for the same period in 2005. Net income reached $80.2 million from a net loss of $65 million for the comparable period in the prior year.

Meanwhile, on February 14, the company entered into a definitive agreement to sell its US Base Chemicals and Polymers business to Flint Hills Resources, LLC, a division of Koch Industries, Inc. for a total expected value of approximately $761 million. The sale is planned to close in the third quarter of 2007.

AdvanSA and Lenzing launch new fabrics together

19 Feb 2007

AdvanSA and Lenzing have introduced a new range of fabrics combining the properties of Coolmax and Tencel materials.

The hydrophilic and moisture absorbing properties of Lenzing's Tencel fibre have now been combined with the wicking and drying capability of AdvanSA's Coolmax to provide added comfort and performance for active apparel. Developments include intimate blends with a minority percentage of Tencel which helps to provide the yarn with a permanent absorptive power and, for higher activity levels, double-face fabrics combining Coolmax on the inside and Tencel on the outside. The high Tencel moisture absorbency increases the reservoir capacity of the fabric, whilst the Coolmax, which does not absorb moisture into the fibre, stays dry on the inside and does not swell, thus maintaining good ventilation of the fabric and providing enhanced evaporative cooling. In addition the natural touch of Tencel is said to add improved softness and fluidity to the new fabrics.

Tencel is highly hydrophilic and has high moisture absorbing properties. A dry Tencel fibre consists of densely packed crystalline nano-fibrils, which when they come into contact with water vapour or liquid, adapt and open voids and capillaries to absorb the moisture. This absorption power has now been combined with the wicking and drying capabilities of Coolmax—made of a modified co-polymer of polyester—which wicks moisture by capillary action, whilst its increased surface area to volume ratio accelerates evaporative cooling.

Nike makes promotions

19 Feb 2007

Nike has appointed long-serving executives David Heath—currently vice president of US Sales—as new vice president of Global Sales and Pat Zeedick—general manager of Equipment and Women's Fitness businesses in Europe—as general manager of Equipment for the Nike brand.

Mr Heath's role is said to reflect the company's long-term strategy to target top-line revenue growth by focusing on product innovation, brand leadership and elevated retail presence. Nike is targeting further geographic expansion and deeper market penetration in all regions and, as VP of global sales, Mr Heath will lead Nike's go-to-market and sales strategy, forecasting, marketplace mapping and distribution. He will report to Nike Global Operations president, Gary DeStefano.

Ms Zeedick has worked at Nike since 1984. Under her leadership as general manager of Equipment and Women's Fitness businesses in Europe, the European region became Nike's largest equipment business.

K2 appoints new CEO

19 Feb 2007

US branded consumer products company K2 Inc. has named J. Wayne Merck as president and chief executive officer. Mr Merck has served as the company's president and chief operating officer since November of 2003. Richard Heckmann, who has been the chairman of the board of directors since April 2000 and CEO since October 2002, will remain as chairman of the board and has been appointed as executive chairman.

K2's brands include Shakespeare, Penn, Pflueger, Sevylor and Stearns in the Marine and Outdoor segment; Rawlings, Worth and Brass Eagle in the Team Sports segment; K2, Völkl, Marker and Ride in the Action Sports segment; and Adio, Marmot and Ex Officio in the Apparel and Footwear segment.

Wellman to combine polyester fibre and PET segments

19 Feb 2007

US-based producer of polyester products Wellman, Inc. is to streamline its organisation in an attempt to improve its ability to deliver value-added products and allow it to operate a more efficient cost structure.

Under the plan the company will reorganise its chemical-based businesses into one segment, combining its polyester fibre and PET resin segments into one business, in order to eliminate duplicate costs and maximise operating performance.

There will be four principal operating roles under the new company structure, Steve Ates will be vice president of Sales and Marketing, Mark Ruday will be vice president of Business Operations, Ian Shaw will be vice president of Manufacturing and Research & Development, and Joe Tucker will be responsible for Raw Material Procurement and Strategic Development. David Styka will replace Mark Ruday as controller and chief accounting officer.

Wellman manufactures PermaClear brand PET (polyethylene terephthalate) packaging resins and Fortrel brand polyester fibres.

Masterbatches lead growth at Clariant in 2006

20 Feb 2007

Swiss specialty chemicals company Clariant has posted a rise in sales for the full year 2006, with annual organic sales growth of 7% in Swiss francs and 5% in local currency terms. Sales reached CHF8.1 billion ($6.6 billion) compared with CHF7.728 billion in 2005. Net income fell to CHF131 million from CHF262 million.

Sales in the fourth quarter rose 3% to CHF2.01 billion from 1.958 billion a year earlier. Net income amounted to CHF23 million, up from CHF16 million in the 2005 quarter.

The Textile, Leather & Paper Chemicals division posted organic growth of 3%. Textiles were stable despite continued challenging market environments in North America and Asia.

Masterbatches delivered the strongest growth with organic sales rising 8% in local currency terms. Pigments & Additives also experienced strong demand across most product lines and reported organic growth of 4% for the full year.

Asia led Clariant's growth in 2006 with organic sales rising 7% to CHF1.87 billion. China remained a key growth market with sales increasing by 20%. India and Turkey also contributed double-digit growth rates. Year-on-year organic sales in Europe grew by 5% (6% in Swiss francs) to CHF3.94 billion. Sales in Germany, which generates a significant proportion of European sales for the company, grew above the regional average at 7%, totalling CHF1.17 billion and growth in Eastern Europe was also above average for the region. The Americas achieved solid organic sales growth of 4% to CHF2.29 billion, with a strong contribution from Latin America where sale rose 5%. The US market recorded growth of 3%, which was below the regional average, taking sales to CHF1.03 billion.

New report studies women's and girls' apparel industry

20 Feb 2007

A new report released by Dublin-based research company Research and Markets titled '2007 Worldwide Women's & Girls' Apparel Manufacturing Industry Report'.

It features 2007 current and 2008 forecast estimates on the size of the industry (sales, establishments, employment) for the world's 47 largest countries. The report also includes industry definitions, five-year historical trends on industry sales, establishments and employment, and estimates on sub-industries including trousers, jeans, dresses, blouses and accessories.

SATRA install new slip testing rig

20 Feb 2007

UK-based technology centre SATRA has installed a fourth slip rig in its new footwear laboratory at its Wyndham Way headquarters in Kettering, UK.

The organisation now has four specially designed SATRA STM 603 rigs for evaluating all types of footwear solings from children's shoes to industrial footwear. It can also test footwear on many types of flooring surface including ceramic tiles, wood, carpet, concrete, GRP resin and ice.

The latest UK figures show that 37% of all reported major accidents at work are slip-related. The cost, in terms of absence and lost productivity, amounts to more than £800 million a year.

New women-specific sportswear line launched

20 Feb 2007

American web-based retailer Footsteps Clothing, LLC has launched a new sportswear line, designed to encourage mothers and daughters to take part in physical activities together. It includes softball jersey and shorts sets, cheerleader shorts sets, matching baseball caps and co-ordinating workout sweats.

Puma sales climb

20 Feb 2007

German sportswear brand Puma AG has reported improved sales for 2006.

Worldwide brand sales climbed 16% to reach €2.8 billion in the financial year, whilst consolidated sales surpassed the €2 billion mark for the first time. Operating profit reached €366 million, exceeding expectations.

According to product segments, footwear posted a 1.6% decrease, apparel climbed 17.4%, and accessories improved 7.9%.

At the 2006 year-end, orders on hand increased for the eleventh consecutive time. Like-for-like, orders rose 10.2% on a comparative basis, or by 4.7% in terms of euros, to reach €1,119.7 million compared with €1,069.1 million in the previous year.

In terms of segments, currency adjusted orders for footwear increased 6.1% to €716.8 million, apparel orders climbed 20.3% to €340.2 million, and accessories rose by 9% to €62.7 million.

Oil and gas companies invest in Innovative Designs products

21 Feb 2007

American apparel, swimwear and outdoor gear company Innovative Designs, Inc. has received a number of orders and reorders for its Arctic Armor suit and gloves from companies in the oil and gas Industry, particularly from companies that have operations in the harsh environments of Alaska and Alberta.

Arctic Armor features Insultex, said to be the thinnest, lightest and warmest insulator available.

Safety advisor for natural resources developer CGGVeritas, Larry Wheaton, commented, "The Arctic Armor suit has proven to be overwhelmingly warm, super light and stylish, while withstanding the harsh wear and tear environment experienced in northern Alberta."

Rohm and Haas to open new facility in Mexico

21 Feb 2007

American chemical company Rohm and Haas Company recently held a ceremony for its new production plant for emulsion polymers and poly-acrylates in Querétaro, Mexico. The company will invest $19 million building the new facility, which will go into operation in early 2008. Products made at the new manufacturing facility will be sold to the textiles, adhesives and sealants markets in Mexico, North America and Latin American countries.

Acquisitions boost revenues at Low & Bonar

21 Feb 2007

UK-based specialist materials group Low & Bonar PLC

has posted increased revenues for the full year, ended November 30.

Revenue increased by 28% to £224.5 million compared with £175.4 million in 2005 and operating profit rose 27.8% to £17 million from £13.3 million in the previous year.

The acquisition of Colbond and Geo-Tipptex has doubled the size of the company's Technical Textiles Division and strengthened its strategic position. This division reported a 23% increase in operating profit to reach £9.1 million compared with £7.4 million in 2005, in spite of a £5 million increase in raw material and energy prices.

Dow CEO named chairman of American Chemistry Council

21 Feb 2007

The American Chemistry Council (ACC) recently elected chairman and CEO of The Dow Chemical Company, Andrew Liveris, as its new chairman of the board.

Commenting on Mr Liveris' election, ACC president and CEO, Jack Gerard, said, "American chemistry is the enabler of modern life in all capacities, from advanced medical technologies to clean drinking water. Andrew's chairmanship marks an era of vision at ACC; our new leadership is in place and composed of individuals who are already the driving force behind this nation's finest companies. Now, we are entrusting Andrew and all of our leaders with the mission of guiding our essential industry into the coming century."

The US chemicals business is a $550 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in US exports.

European PPE market expands

21 Feb 2007

According to a new study published by global growth consulting company Frost & Sullivan, the Western European personal protective equipment (PPE) market experienced an upward change in 2006, earning revenues of €7,800 million.

"2006 was a very successful year for the PPE industry in Western Europe," stated research analyst Paula Connor. "Manufacturers benefited from a time of stability and used that as a springboard to move into new territories such as Eastern Europe."

Despite the continuing shift of heavy manufacturing from Western Europe, the workers who remain are well-paid and highly valued and, as a result, employers are beginning to spend more to ensure worker comfort and safety. However, the demand for low cost products imported from Asia remains high. "The cheapest products available in the PPE market are of very poor quality, but are still in demand," observed Ms Connor. "Many people realise that the health and safety of workers is exceedingly important, but even in 2006, others see price as their first priority."

Frost and Sullivan's Annual Review of the Western European PPE Market, 2006 is part of the Chemicals & Materials Subscription which also includes research on the Polish Markets for PPE, Western European Markets for Above the Neck Protective Equipment and Western European Markets for Protective Clothing.

Crocs signs licence agreements with NASCAR teams

21 Feb 2007

US designer and manufacturer of footwear for men, women and children, Crocs, Inc. has entered into a number of licensing agreements or letters of intent with NASCAR racing teams, including Dale Earnhardt, Inc., Hendrick Motorsports, Joe Gibbs Racing, and Richard Childress Racing for the use of team marks, as well as driver names, signatures and numbers on Crocs footwear and Jibbitz products. The new line, designed for NASCAR, was launched at the Daytona 500 race last week and will be sold at selected race venues and US retail locations throughout the NASCAR season.

Commenting on the agreements president and CEO of Crocs, Ron Snyder, said, "Stock car racing is America's fastest growing spectator sport and we are extremely excited to be associated with many of the top teams and drivers. We look forward to bringing this new line of Crocs products to their large and growing fan base."

All Crocs brand shoes feature Crocs' proprietary closed-cell resin, Croslite, which produces soft, comfortable, lightweight, superior-gripping, non-marking and odour-resistant shoes. In 2006, the company acquired Jibbitz LLC, an accessory brand which produces snap-on products specifically suited for Crocs shoes.

P2i granted SATRA accreditation

22 Feb 2007

Plasma enhancement technology company P2i Ltd. has received SATRA accreditation for its ion mask super hydrophobic surface enhancement. Originally developed by the Ministry of Defence (MOD) to protect soldiers from chemical attack, an ultra-thin protective modification is applied over the surface of the material by means of an ionised gas, or 'plasma', to repel water. For footwear, the process enhances the external surfaces as well as the inside, between and around the individual fibres in the

shoe, and is said to be particularly effective on synthetic materials.The treatment, which is invisible to the naked eye, allows the foot to breathe conventionally through the open pores in the vamp fabric, but prevents water seeping into the shoe through the mesh and the seams by bouncing it off the surface. Unlike conventional waterproof technologies that require additional layers to be attached into the shoe during manufacture, ion mask is applied after the shoe has been manufactured and does not compromise the fit or weight of the shoe.

Management changes at RadiciSpandex

22 Feb 2007

North Carolina-based manufacturer of polyether-based spandex RadiciSpandex Corp. has promoted global sales manager Marty Moran to CEO. Current CEO Rob Rebello will transition from his current post to a position on the company's board of directors, effective February 28. The changes follow a decision by Mr Rebello to head up a new US operation for an Italian firm.

The company produces spandex deniers ten to 1680 for markets including: intimate apparel, swimwear, activewear, ready-to-wear, sportswear, denim, hosiery and socks. RadiciSpandex Corp. is a US subsidiary of Italy's Radici Group, which employs over 4,900 employees at 48 production units in 15 countries. The group focuses on chemicals, plastics, fibres, textiles and auxiliary activities.

Strong activewear and swimwear sales at Tefron

22 Feb 2007

Israel-based intimate apparel, activewear and swimwear producer Tefron Ltd. has reported improved financial results for the fourth quarter and full year 2006. Fourth quarter revenue reached $50 million, an 8.7% increase over fourth quarter 2005 revenues of $46 million. The increase was driven by sales of the activewear and swimwear product lines, partly offset by a decrease in sales for its intimate apparel products.

Income from continuing operations was $4.7 million (9.3% of revenues) compared with $4.1 million (8.8% of revenues) in the fourth quarter of 2005.

Full year 2006 revenues reached $188.1 million, a 9.8% increase over 2005 revenues of $171.3 million. This increase was again driven by sales growth in the activewear and swimwear product lines.

Income from continuing operations was $18.3 million (9.7% of revenues), an increase of 111.1% from $8.7 million (5% of revenues).

Chief executive officer Yos Shiran anticipated a temporary decline in activewear sales in the first half of 2007 and a strengthening in the second half of 2007 as Nike introduces its next generation of performance apparel. He added that a slight decline in revenue is expected in the first half of 2007.

Yakka acquisition to boost Pacific Brands revenues

22 Feb 2007

Australia-based consumer goods company Pacific Brands Limited has reported that, for its half year ended December 31, net sales increased by 4.1% over the previous corresponding period to reach $868.6 million, while earnings before interest and tax increased by 6.2% to $93.5 million. Net profit of $53.8 million represented a 6.1% increase over the previous period.

The company has also entered into an agreement to acquire Australian workwear brand Yakka, which should also increase future revenues as the company has annual sales around $300 million.

The company completed the acquisition of the Streetwear division of Globe International on January 2, which will be integrated into the Outerwear & Sport group. Former CEO of the streetwear business, Michael Sonand, has now been appointed as group general manager, Outerwear & Sport.

The Underwear & Hosiery group finished the first half in a stronger position than in the previous corresponding period with improvements across the core categories—women's and men's underwear, intimates and socks. The women's underwear category performed well, with the most success in its "no lines" and seamfree underwear.

The Outerwear and Sport group had a difficult half with its two core areas reporting varied results. Sporting Equipment Bicycles and Sporting Equipment produced disappointing results with sales falling short of expectations. However, King Gee performed solidly with s sales supported by the "Jack of All Trades" promotion and the ongoing development of new fabrics and products. Everlast had a strong six months, consolidating its position in the youth sporting and casual market, supported by strong sales in branded footwear.

Footwear had another strong half with sales in the Dunlop Volley range rising.

New Talon Zipper office opened in Shanghai

22 Feb 2007

California-based apparel company Tag-It Pacific, Inc. has opened its second international office for its Talon zipper brand in China in less than four months.

With apparel production up 38% in China in the past

year, Talon's new Shanghai facility will provide the company with better access to its branded apparel customer base to enable it to offer faster delivery of zip and trim items. The company expects to add several further locations throughout Asia, the Middle East and Europe this year.

Lotto Sport Italia supports the Clericus Cup

22 Feb 2007

Italian sporting goods company Lotto Sport Italia has signed a new sponsorship agreement for 18 football teams taking part in the Clericus Cup—the first championship for priests and trainee priests/seminarians.

The company will provide the balls and strips for approximately 300 players. For the Vatican team, it has personalised the 'Magma' Jersey using the colours of the Papal flag. It will combine the Lotto double-diamond logo, the crossed keys found on the Pope's tiara and the Vatican City seal.

The first eleven-a-side football championship of its kind will involve students and the Papal Seminaries of Rome and the surrounding province, is the brainchild of Cardinal Tarcisio Bertone, underlining that it is not simply a round of church recreation matches but a world cup in its own right, involving players from 37 countries.

The elimination rounds of the competition will take place over seven match days with two tables of nine teams contending for places in the semi finals, the first match kicking off in Rome on February 24. The semi finals will be divided into home and away legs, on May 5 and 19. The final days will be June 7, for the match deciding third and fourth place, and June 9 for the grand final. The winners will go on to compete in the regional and/or inter-regional finals of the Italian CSI "Open" championship.

Eastman to sell Spanish polymer manufacturing assets

22 Feb 2007

Reports indicate that chemicals, plastics and fibres manufacturer Eastman Chemical Co. has agreed to sell its Spain-based PET polymers manufacturing assets.

According to the reports, the potential buyer for the Eastman Chemical Iberia in San Roque is La Seda de Barcelona, which produces synthetic and artificial fabrics and yarns including polyester, polythene and viscose. The sale is subject to approval and financial terms are expected to be released later this year.

The sale will include the company's PET polymers manufacturing and the related polyester resins business.

Positive preliminary full year results at G-III

23 Feb 2007

New York-based manufacturer and distributor of outerwear and sportswear G-III Apparel Group, Ltd. has posted improved preliminary unaudited results for its fiscal year ended January 31.

The company anticipates net sales of $425 to $428 million and net income of $12.5 to $13.5 million compared with net sales of $324 million and net income of $7.1 million in the prior year.

Marine Safety sales offset by Protective Clothing at Cosalt

23 Feb 2007

UK-based industrial services and leisure products company Cosalt Plc. has posted its preliminary results for the 52 weeks, ended October 29.

Group turnover for the year was £124 million compared with £117.64 million for the 52 weeks ended October 30, 2005. Profit before tax was £1.91 million compared with a net loss of £841,000 in 2005.

The results reflect continued strong performance in Marine Safety, but disappointing results from Protective Clothing as a result of the lower than anticipated order intake and delays in the planned move of the supply chain to the Far East.

The group's prospects have been reinforced by the acquisition, on December 27, of the Belgium-based Marine Safety Division of the Bofort Group which will give the company a presence in Rotterdam, Antwerp and Hamburg, three of the top ten ports worldwide, as well as in Italy's leading cruise ship ports.

Marine Safety turnover increased to £39.41 million from £33.94 million in 2005 resulting in an improved operating profit of £2.56 million compared with £2.02 million. The year finished strongly following the introduction of new legislation requiring every crew member on commercial cargo vessels from July 1, 2006, to be equipped with an immersion suit. During the year, over 60,000 immersion suits were shipped.

Marine leisure sales posted another record year with sales of the award winning Crewsaver brand of lifejackets and buoyancy aids, increasing market share in both the UK and Europe.

Turnover for Protective Clothing was £18.84 million, up slightly from £18.39 million in 2005, which resulted in an operating loss of £496,000 compared with 2005 profit of £572,000.

Tag-It Pacific acquires NextTrim.com

23 Feb 2007

American apparel company Tag-It Pacific, Inc. recently acquired online service for tracking new apparel trim, labelling and packaging trends NextTrim.com.

The website is a global database that enables people in the apparel industry to access a catalogue of images and services. It is designed to offer information in a manageable format with high-resolution images of new fashion trim styles.

US sporting and athletic goods manufacturing industry analysed

23 Feb 2007

Dublin-based research company Research and Markets has published a new report entitled "Sporting and Athletic Goods Manufacturing Industry in the US and its Foreign Trade (1996-2008)". It includes data from as recently as January 2007, providing charts, tables and graphs for extra clarity.

The industry's revenue for 2005 was approximately $12.43 billion, of which gross profit was 37.72% at $4.69 billion. There were 2,058 establishments in the industry in 2005 with average revenue per establishment standing at $6.04 million.

K-Swiss posts lower earnings

23 Feb 2007

US-based designer and developer of athletic footwear K-Swiss Inc has reported lower earnings of $10.67 million for the fourth quarter ended December 31. This compares with $11.557 million reported in the comparable prior-year period. For the full year, net earnings increased 2.1% to reach $76.864 million, compared with $75.248 million.

Although worldwide revenues for the fourth quarter increased 1.7% to $93.833 million, domestic revenues decreased 18.4% to $52.492 million. For 2006, total worldwide revenues decreased 1.5% to $501.148 billion compared with $508.574 billion in 2005. Domestic revenues decreased 16.2% to $318.687 billion.

Commenting on the results, Steven Nichols, chairman and president, stated, "The fourth quarter results were in line with our previously announced expectations for a continued decline in the domestic business offset by robust growth in international sales."

K-Swiss designs, develops and markets athletic footwear for high performance sports use, fitness activities and casual wear under the K-Swiss and Royal Elastics brands.

Schoeller's 3XDRY goes global

23 Feb 2007

Switzerland-based Schoeller Technologies AG, in cooperation with Huntsman Textiles Effects, now offers its 3XDRY technology on five continents. With the 40th production plant having signed a product licence agreement in January, the brand has now gone global with a production network covering Australia, Asia, Europe, and both North and South America.

The co-operation between Huntsman and patent holder Schoeller, which began in 2005, has targeted worldwide capacity for the market development of 3XDRY technology under which Schoeller manages the marketing of the brand and patent matters and Huntsman, with representatives in 120 countries, is responsible for sales of the chemicals, technical support and quality control.

3XDRY adds water and stain repellency to the exterior of textiles and water absorbency on the inside. Clothes finished with 3XDRY are said to keep the body dry, minimise perspiration marks and stimulate a cooling effect. The technology also supports the skin's ability to breathe and ensures wearer comfort. Garments made with 3XDRY also dry 6-8 times faster than apparel without the treatment. The technology, which was developed in Switzerland, is based on the bluesign-Standard, which is said to be the world's most stringent textile production standard in relation to EHS (environment, health and safety) requirements.

Brands already using the 3XDRY include adidas, Bogner, Brax, Cloudveil, Daniel Hechter, GPA, Helly Hansen, Hugo Boss, LL Bean, Mammut, National Geographic, Pierre Cardin, Planet Knox, Puma, Royal Robbins, Septwolves and Woolrich.