RISE TO THE CHALLENGE: TERNUA AND PERTEX

The relationship between performance fabric manufacturer Pertex and Basque outdoor brand Ternua goes back decades. Ternua's ambition to make lightweight, compactable high-performance wear has brought them back together and it has included fabrics such as Pertex's Shield and Quantum in its new collection for spring-summer 2016.

Light, fast, free

Basque outdoor brand Ternua has developed a new collection of "lightweight, high-quality" garments for spring-summer 2016 under the name Adrenalite. It says the clothes in the range will be suitable for mountain activities including light alpinism, trekking and trail running.

Ternua said on announcing Adrenalite that it had chosen the materials for the collection with good fit, freedom of movement and packability in mind. Products include the Neutrino, a jacket manufactured in 12-denier Pertex Shield, which has a fabric weight of 53 grammes per square-metre. "It is completely impermeable, breathable and highly compressible," the brand states. Pertex fabric is also the choice for the its Lightning jacket, which uses recycled Pertex Quantum, with a recycled Polartec Power Grid liner.



Compactable, light and suitable for a wide range of uses, Basque brand Ternua says the Neutrino jacket is one of the star garments in its new Adrenalite collection.

Ternua

PFC-free

Waterproof treatments in Adrenalite garments are free of perfluorinated chemicals (PFCs), in keeping with the brand's aim of eliminating fluorocarbons from all its products by 2017.

Founded in 1995, Ternua takes its name for the Basque word for Newfoundland in tribute to the intrepid Basque adventurers who regularly sailed across the Atlantic from as early

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as the fourteenth century in search of fish. Bringing a brand to the attention of outdoor enthusiasts around the world is not quite as challenging, but it's a competitive market and at least a small degree of intrepidness is required here too.

In the spotlight

Pertex brand director, Steve Laycock, says that even if Ternua is now pushing itself slightly more into the spotlight with the launch of Adrenalite, his company has been a supplier to and admirer of the brand for more than 10 years. "We always see each other at industry shows," he explains. "It does happen: finished product brands and suppliers can have that type of meeting at industry events, usually on the last day." His hope is that the relationship will keep building and expanding, with Ternua perhaps extending its lines of insulated gear with waterproof linings for summer.

Ternua's innovation director, Edu Uribesalgo, says his memory of working with Pertex goes back to almost 20 years ago and the days when the Pertex family of fabrics was still owned by UK-based Perseverance Mills (acquired by Japanese group Mitsui in 2005). "We used Pertex fabrics in special hoods for high-altitude climbing that we made then for our brand ambassadors to use during expeditions. We started up again with Pertex about four years ago and we fully intend to keep the relationship going, using the fabrics both in spring-summer and autumn-winter collections."

Star performer

On launching Adrenalite, Ternua urged outdoor enthusiasts to be light, be fast and be free, and these are the qualities that the brand's communications director, Rikardo Idiakez, emphasises when talking about the Neutrino jacket. "It is a jacket that's highly compressible, very light and suitable for a wide range of uses," he says. "It's definitely one of the star garments in the new collection."

For some time now, Pertex has been addressing the challenge of delivering warmth without weight and without any compromise on protection from the elements. And for Steve Laycock, lightness and compactability go hand in hand in fabrics such as the Pertex Shield that Ternua has used on this occasion. "I think compactability is more of a challenge for what's inside a jacket," he says, "and it's definitely the case that there has been great progress in this. We are seeing high-quality downs with a fill rating of 850 or 900-plus in jackets and the products are still very compact. Some of the new linings and downs are amazing."

He thinks consumer demand for garment packability may be a newer phenomenon, but he is certain it is here to stay. "The days of people going into the hills carrying a 60-litre pack on their backs have gone forever," he says. "People want to travel lighter than that and once you've had a taste of travelling light, it's very hard to go back to anything heavy. That's a trend and it looks to us like it's a trend that's going to continue."



Once outdoor enthusiasts have had a taste of travelling light, they are unlikely to want to go back to carrying 60-litre packs.

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