



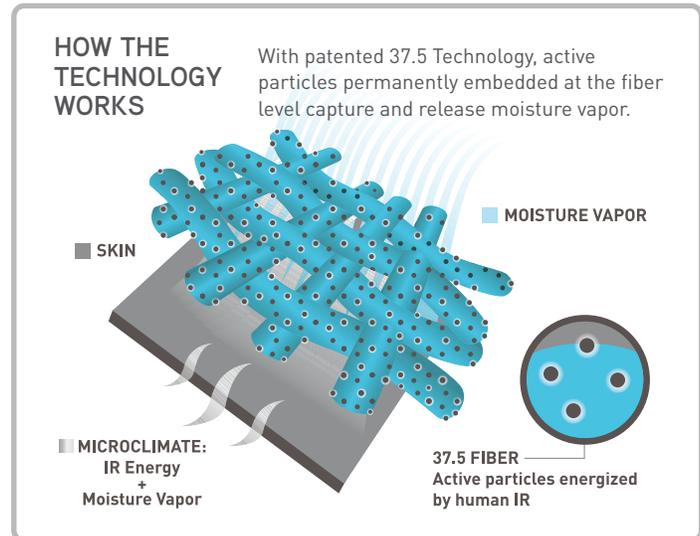
37.5[®] Technology

PATENTED TECHNOLOGY THAT USES BODY HEAT TO EVAPORATE MOISTURE

37.5[®] Technology enhances the body's thermoregulation system. The perspiration vapor that comes off of skin during activity cools the body when working hard. In fact, each gram of evaporated sweat releases 580 calories of stored heat. Unless this water vapor can be removed from your clothing, footwear, or accessories it builds up and creates a clammy and uncomfortable microclimate. 37.5 Technology works to enhance the body's natural cooling mechanism—the body produces sweat to cool it down, 37.5 Technology removes it from the microclimate of your apparel.

HOW IT WORKS

37.5 active particles provide two unique driving forces that no other technology can match. First they attract water through electrostatic force, pulling it away from your skin. Second, they absorb the infrared energy your body naturally emits, which heats the particle and speeds evaporation. In addition, these active particles add up to 1000 square meters of surface area to an average garment. The combination of increased surface area and unique driving forces is the reason 37.5 Technology can also increase drying rates.



37.5 TECHNOLOGY CAN BE INCORPORATED INTO A VARIETY OF MATERIALS:

- KNIT FABRICS
- MERINO WOOL
- BREATHABLE WATERPROOF LAMINATES
- FLEECE
- WOVEN FABRICS
- INSULATION
- FOOTWEAR FABRICS

BENEFITS OF 37.5 TECHNOLOGY

- 37.5 Technology works to keep the optimum relative humidity in the microclimate next to your skin so your body more efficiently maintains an ideal core temperature, enabling you to perform better, longer.
- Fabrics made with 37.5 Technology dry faster than similar fabrics without 37.5 Technology, diminishing wet cling.
- 37.5 active particles are naturally derived and 37.5 fiber has been certified as Skin Friendly and Hypoallergenic by the Hohenstein Institute.
- 37.5 active particles are permanently embedded into yarn and will never wash out or get tired.