



## SealSkinz 2016 Press Kit



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## **SealSkinz Autumn/Winter 2016 Line Features New Technologies and Packaging**

*Expanded outdoor product line also includes first-ever run-specific accessories*

**BROOMFIELD, Colo. – Jan. 12, 2016** – SealSkinz, the British endurance accessories manufacturer known for waterproof and breathable socks, gloves, and hats, introduced a greatly expanded and updated outdoor Autumn/Winter 2016 line at last week's Outdoor Retailer Winter Market tradeshow in Salt Lake City, Utah. Notably, the company's new offerings include a full complement of run-specific accessories.

"Last summer we hired Amy Huggins, an apparel industry veteran, as our new head of products. Under her guidance, the brand has moved forward in a major way," said Shawn Pritchett, sales and operations director of SealSkinz USA.

"Our Autumn/Winter line delivers the SealSkinz brand promise of waterproof, windproof, and breathable protection from the elements, but it also looks, feels and performs better," Pritchett explained.

Huggins, who has fifteen years' experience in apparel design at Nike, Reebok, Lacoste, and Converse, implemented new technologies in yarns and construction and increased SealSkinz' aesthetic appeal with new detailing, textures and colors. She also revamped product packaging to reduce waste, highlight features, and improve shelf appeal.

The entire line of SealSkinz socks continues to evolve, with new styles and expanded product offerings. Many of SealSkinz bestselling socks are now available in trending new colors as well.

StretchDry, SealSkinz' proprietary technology that combines a hydrophilic membrane with body-hugging elasticity, remains central to the product. A new polypropylene yarn called Polycolon on the exterior layer has made the socks softer and more comfortable, while also improving their performance. The new yarn is as durable as nylon, but feels softer and dries 25 percent faster.

"One of the noteworthy new socks is the Walking Mid Length," stated Pritchett. "It exemplifies the upgrades we've made to all our socks. With updated materials, we've enhanced comfort, and with new color ways, we've increased the appeal to dealers and consumers alike."

The Walking Mid Length Sock, MSRP \$50, is SealSkinz' lightest waterproof sock, making it ideal for situations that demand minimal insulation and maximum breathability. It is constructed with StretchDry technology, a Y-gore heel, and hand-linked toe closures for a secure and comfortable fit.

In gloves, SealSkinz' product team improved cuff construction and fit to make the closures more secure, softer, and more comfortable against the skin. The product team also added



more wearable technology to its lineup with the debut of two new products: the Extreme Cold Weather Heated Glove and the Halo Running Glove.

The Extreme Cold Weather Heated Glove (MSRP \$200) is SealSkinz' first entry to the category of heated apparel. Designed to provide exceptional warmth in extreme conditions, the glove is totally waterproof, breathable and windproof, with Primaloft insulation and anti-snap outer fabric. Inside, a heating element can be set to three different levels, with up to five hours of continuous run time. A proprietary rechargeable battery unit sits discreetly inside a pocket on each cuff.

The Halo Running Glove (MSRP \$58), a sibling to the ISPO award-winning Halo Overshoe, similarly incorporates a powerful LED light to increase the wearer's visibility and improve safety on roads and trails. The glove has close-fitting, single layer construction for excellent range of motion and thoughtful details such as silicone grip palm and touchscreen-friendly fingertips.

The Halo Glove is just part of the new run collection from SealSkinz, which includes five purpose-designed accessories that provide just enough protection to keep users dry and warm, yet prevent overheating. The three new socks, a new waterproof cap, and the Halo gloves combine with five carryover items for a full complement of accessories that handle the unique demands of running.

SealSkinz Autumn/Winter 2016 line opened for preorders last month, and will ship to dealers in September 2016. For more information about SealSkinz USA, please visit [www.sealskinz.com/US](http://www.sealskinz.com/US). Dealers who are interested in SealSkinz may contact [infousa@sealskinz.com](mailto:infousa@sealskinz.com).

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### **About SealSkinz USA**

SealSkinz USA is the North American subsidiary of SealSkinz, the popular British endurance accessories manufacturer. Its motto is, "get out and stay out, whatever the weather." Its products are sold in 40 countries around the world, and its patented technologies enjoy high demand in outdoor, cycling, hunting/fishing, marine, and military markets. SealSkinz is known as the 'go to' product for breathable wet weather protection.

SealSkinz USA, headquartered in Broomfield, Colorado, was established as a wholly owned subsidiary in 2013. Prior to this, SealSkinz products were available in the United States under a private licensing agreement. Now with full control of its sales and marketing efforts, SealSkinz USA is rapidly expanding its US retailer network of premium outdoor specialty stores and independent bicycle dealers. It is also a proud vendor partner of Quality Bicycle Products. More information is available at [www.sealskinz.com/US](http://www.sealskinz.com/US).

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### **SealSkinz Technology**

SealSkinz enables people to get out and stay out, whatever the weather. Toward this end, the company strives to be ahead of the curve in both technologies and materials. There is no compromise in its manufacturing processes; no resting on past accomplishments. Steeped in British heritage, 100 percent of its product is designed in Great Britain, produced in company-owned EU factories, and tested rigorously to meet SealSkinz standards.

### **KEY TECHNOLOGY ELEMENTS**

**StretchDry:** in a proprietary process, SealSkinz laminates three layers of material together to form its 100 percent waterproof, breathable, windproof and stretchable products. Merino wool, with its outstanding wicking and absorption properties, forms the inside layer. It is welded to a proprietary hydrophilic membrane and an elasticized face fabric. Working in harmony, the three layers fit close to the body while wicking moisture off the skin to keep it dry.

**Hydrostop:** Hydrostop is a silicone-free elastic taping that is heat-bonded to the inside cuff of SealSkinz socks. Only SealSkinz has Hydrostop technology, which hugs the calf and prevents water ingress from the top of the sock. Hydrostop has excellent surface grip and elastic return to maintain a secure but soft grip contact with the skin that also prevents sock slippage during movement, ensuring optimized performance and fit.

**Halo LED:** SealSkinz incorporates lightweight, durable LED lights to ensure user visibility to motorists and other athletes. The bright lights, which are visible from several hundred yards, can be set to flash or shine steadily, depending on the desired use.

**Touchscreen Friendly:** SealSkinz designed special tabs on the tips of the thumb and index finger tips of its gloves, to allow use of phones, cameras, computers and other touchscreen devices. Users can answer calls and take photos without compromising the dry comfort of their hands.

### **HIGHLIGHTED MATERIALS**

**Polycolon Yarn:** newly introduced in SealSkinz 2016-2017 socks, this 100 percent polypropylene Scholler yarn has a much softer handfeel than nylon, while being just as durable and resistant to abrasion. Polycolon is lightweight, allows less water to penetrate its fibers, and dries 25 percent faster than nylon.

**BeDry Yarn:** this lightweight and breathable hydrophobic yarn, used in the SealSkinz run line, wicks away moisture, dries quickly and reduces the sensation of wet fabric clinging to the body. BeDry, made of the finest Supima cotton, is treated with microscopic particles that change the fiber's surface tension. Water beads on the surface and rolls off.

**AX Suede:** one of the most superior synthetic suedes available, AX Suede is used for palm material on SealSkinz road cycling and outdoor gloves. It is a soft and supple material with high abrasion resistance and low water uptake.



## **Key Product Highlights**

### **SOCKS and FOOTWEAR**

#### **Walking Mid Length Sock **\*\*UPDATED\*\*****

Outdoor

SealSkinz' lightest waterproof sock, the Walking Mid Length, is ideal for situations that demand minimal insulation and maximum breathability. It is constructed with StretchDry technology, a Y-gore heel, and hand-linked toe closures for a secure and comfortable fit. Updated materials and two new color ways - Olive and Dark Grey - have increased the appeal of this carryover piece to both consumers and dealers. Its care instructions are thoughtfully embroidered into the inside cuff, making it convenient to launder properly. MSRP: \$50

#### **MTB Mid-Weight Mid-Length Sock with Hydrostop **\*\*NEW\*\*****

Mountain Biking

SealSkinz added Hydrostop technology to its bestselling "Mid Mid" Sock to create the ultimate mountain biking sock for wet and muddy conditions. The MTB Mid Mid offers the perfect balance of warmth and breathability and is totally waterproof, breathable and windproof thanks to SealSkinz' patented and award-winning 3-layer StretchDry Waterproof Technology construction. Feet stay warm and dry, and elasticated ankles and insteps provide a snug fit. At the cuff, Hydrostop silicone-free taping prevents the ingress of water and ensures the sock stays in place on the calf. The sock is rated a 3 out of 5 on SealSkinz' thermal rating guide and is available in four colors. Its care instructions are thoughtfully embroidered into the inside cuff, making it convenient to launder properly.

MSRP: \$58

#### **Halo Overshoe (Lightweight and Neoprene) **\*\*AWARD WINNING\*\*****

Road Cycling

A 2015/2016 ISPO Award Gold Medal Winner, the Halo Overshoe features powerful 4 Lumen LEDs built into a rear 'kangaroo' pouch on the back of each cover. The lights are visible from 500 yards, ensuring riders are seen by motorists in low light. Ideal for road cycling or commuting, the Halo can be switched between two flashing modes or continuous light. A generous reinforced zipper opening on the outer leg makes them easy to put on and remove. They have two highly reflective pipes for additional side reflection, and all stitching is ultrasonic heat taped for additional water resistance and performance. Run times are 120 hours in continuous mode and 240 hours when flashing. The Halo is available in two windproof versions - the Lightweight and the Neoprene.

MSRP: \$60 (either style)



## **Key Product Highlights, continued**

### **GLOVES**

#### **Halo Running Glove \*\*NEW\*\***

Run

SealSkinz won an ISPO Gold Award when it launched the Halo Overshoe in 2015. Now, a worthy sibling emerges in the Halo Running Glove. Powerful LED lights on the back of the hand increase the wearer's visibility and improve safety on roads and trails. The lights can be switched between two flashing modes or continuous light and offer up to 200 hours of runtime. The Halo Glove, with a thermal rating of 1 (on a 1-5 scale, with 5 being the most thermally rated), features close-fitting, single layer construction, an elasticated tapered double cuff, and a silicone pull-on tab. It is touchscreen friendly and functional with an excellent range of motion and a silicone grip palm.

MSRP: \$58

#### **Extreme Cold Weather Heated Glove \*\*NEW\*\***

Outdoor

The Extreme Cold Weather Heated Glove is SealSkinz' first entry to the category of heated apparel. It is a heavy-duty piece that's designed to last, providing exceptional warmth in extreme conditions. The Extreme Cold Weather Glove is totally waterproof, breathable and windproof, with Primaloft insulation and anti-snap outer fabric. A drawstring and fastener on the long gauntlet cuff give protection and tailored fitting. Pre-curved finger design and special features on the knuckles ensure greater dexterity, while a soft goatskin leather palm provides comfort and durability. Inside, a heating element can be set to three different levels, with up to five hours of continuous run time. A proprietary rechargeable battery unit sits discreetly inside a pocket on each cuff.

MSRP: \$200



## **Key Product Highlights, continued**

### **HATS**

#### **Waterproof Run Cap \*\*NEW\*\***

Run

The SealSkinz Waterproof Run Cap features classic six-panel styling with a rear Velcro size adjuster, to ensure that the hat conforms to the head and stays in place. A generous, stiff brim protects the face from both sun and rain, while UPF 40-rated fabric keeps harmful UV rays from the scalp. The cap, which is 100 percent waterproof, breathable, and windproof, boasts thoughtful details such as 360-degree reflective tape for visibility and vented mesh inner lining. It's available in black or black and high vis yellow for MSRP \$40.

#### **Waterproof Beanie Hat \*\*BEST SELLER\*\***

Outdoor, Run

The SealSkinz Waterproof Beanie Hat is the company's best selling, totally waterproof, windproof and breathable knitted beanie. It fits closely to the head and has a thermal rating of 4 (on a 1-5 scale, with 5 being the most thermally rated). There's a micro-fleece lining inside and a knit acrylic outer layer, making it well-suited to a multitude of outdoor uses. It comes in six colors and three sizes. MSRP: \$40



**Company Backgrounder:**

SealSkinz USA is the North American subsidiary of SealSkinz, the popular British endurance accessories manufacturer. SealSkinz believes, “Whatever the weather, whatever the activity, our purpose is to enable you to go further, go longer, leave first and return last”.

SealSkinz, headquartered in King’s Lynn, Norfolk, manufactures its product range by hand in a dedicated EU facility. The company introduced its first product, a waterproof and breathable sock, in 1999 and quickly attracted a following of enthusiastic outdoorspeople who love to defy the weather.

Between 1999 and the present, SealSkinz expanded to offer a wide array of waterproof and breathable socks, gloves, and hats sold in 40 countries around the world. Its patented technology enjoys high demand in outdoor, cycling, hunting/fishing, marine, and military markets and it is renowned as the ‘go to’ product for true wet weather protection.

In 2016, SealSkinz’s obsession with creating premium accessories inspired its first-ever warm weather product line. The simple purpose of the spring/summer 2016 line is ‘moisture management’ - providing accessories that breathe and perform while keeping users comfortable in all conditions.

While SealSkinz products were available in the United States under license prior to 2013, that year marks its US establishment as a company-owned subsidiary. SealSkinz USA is headquartered in Broomfield, Colorado and it is rapidly expanding its US retailer network of premium outdoor specialty stores and independent bicycle dealers. It is also a proud vendor partner of Quality Bicycle Products.

For more information, please visit [www.sealskinz.com/US/](http://www.sealskinz.com/US/), or contact Julie Kelly of SOAR Communications, [jkelly@soarcomm.com](mailto:jkelly@soarcomm.com).







## **Biographies of Key Staff**

### **Shawn Pritchett, Sales and Operations Director USA**

***Favorite SealSkinz Product:*** "It's a tie between our Thin Ankle Sock and All Weather Cycle Glove. I love the versatility of both of them."

Shawn, a native Coloradan, has been the Sales and Operations director of SealSkinz USA since its 2013 founding. He's a cyclocross racer who has enjoyed BMX, mountain, and road racing and riding since he started riding at the age of thirteen. His career in the cycling and outdoor industries spans more than two decades and includes sales and marketing positions at Pearl Izumi and Zeal Optics. Additionally, for ten years, he represented brands like Merrell, SmartWool, and Thorlo as an independent sales rep in the Rocky Mountain states. Shawn holds a Bachelor of Science in Management from the University of North Colorado and a Master of Science in Business information Systems from Colorado University, Denver.

### **Danny Andres, Key Account Manager**

***Favorite SealSkinz Product:*** "Our Thetford Beanie, because it keeps me warm and dry."

Danny's career in the outdoor industry began in ski shops and as a river raft guide. He became a buyer for Snow Leopard Mountain Sports in Colorado, and progressed to the role of manufacturer sales rep in 2005. Since then, he has worked primarily in sales, building relationships with retailers large and small on behalf of brands such as Kelty, Sierra Designs, Old Town, Ocean Kayaks and Slumberjack. He joined SealSkinz USA in 2015.

### **Terri Gooch, Customer Service Manager**

***Favorite SealSkinz Product:*** "I love our Waterproof Cycle Over Socks. They protect my feet from wetness and the wind. Plus, they pack down small to fit in a jersey pocket."

Terri joined SealSkinz USA as its customer service manager in 2014, happily returning to the bicycle industry after a three-and-a-half-year stint at Zeal Optics, where she was the office manager. Terri, who met her husband through cycling, includes finishing the Race Across America and Paris-Brest-Paris 2015 among her riding palmares. She is originally from Ohio, and earned a Bachelor of Science in Political Science from Ohio University before moving to New York City, where she commuted by bicycle and discovered her love of bicycles. She subsequently produced ultra distance cycling events in Oregon, and managed customer service for bag and pannier manufacturer Detours Sports.



### **SealSkinz Ambassadors**

SealSkinz works with an international network of endurance athletes to develop and test its accessories. Feedback from Ambassadors who ride, kayak, race, climb, ski and shred helps refine product design and enable people to go out and stay out, whatever the weather, whatever the activity.

#### **Heather Anderson**

Heather took up hiking in her late 20s and proceeded to set the self-supported speed records for through-hiking both the Appalachian and Pacific Crest Trails. She has hiked the Continental Divide Trail, logged over 17,000 trail miles, and is currently chasing the Bulger List, the 100 highest peaks in Washington State. An avid mountaineer, ultrarunner, and backpacker, she delivered a TEDx Talk, "[Redefining Happily Ever After](#)", in May 2015. Heather has been a SealSkinz Ambassador since 2015.

#### **Corey Hilliard**

A SealSkinz Ambassador since 2013, Corey's spent nearly 18 years as a bicycle courier and small business owner. He is the current Fixed Gear Cyclocross World Champion (November 2015), and is proud to race in the SealSkinz kit at any event in which he competes, including 'cross, gravel, alley cats, and track races.

#### **Two Wheeled Nomad**

Jason and Lisa are a British couple who travel extensively overland by motorcycle and they recently joined the SealSkinz Ambassador team. Their travels are documented in words and photography in a number of publications, as well as their blog, [www.twowheelednomad.com](http://www.twowheelednomad.com). The pair is currently somewhere in the United States, heading ever northward on their mission to ride the Americas "the long way up", from Antarctica to the Arctic Circle.

#### **Stars & Stripes**

Stars & Stripes is a mixed tandem kayak team training for the Yukon River Quest, which will be held from June 29-July 3, 2016 in Canada. The Yukon River Quest: Race to the Midnight Sun, at 444 miles, is one of the top 10 endurance races in the world. Team Stars & Stripes, comprised of retired US Navy SEAL Josh Friedman and health food store owner Julie Kirk, loves kayaking and works to raise awareness of U.S. military Veterans.



## SealSkinz USA Increases Its Cycling-Specific Offerings

*Halo Overshoe and New Spring/Summer Line Broaden Brand's Appeal to Mountain Bikers and Road Riders*

**BROOMFIELD, Colo. – Oct. 29, 2015** – SealSkinz USA, the endurance accessories manufacturer known for waterproof and breathable socks, gloves, and hats, has significantly expanded its bike-specific offerings. At the recent Interbike trade show in Las Vegas, Nevada, it launched its ISPO Award-winning Halo Overshoe and introduced its first-ever line of warm weather products. Halo Overshoes are available to dealers now; the Spring/Summer 2016 line, composed of eighteen products, will ship to retailers in February 2016.

“We had a fantastic Interbike,” said Shawn Pritchett, SealSkinz USA’s sales and operations director. “Dealer response at the show was very positive, particularly for our newest items. SealSkinz has long been known as the ‘go-to’ brand for managing moisture, and our first-ever spring/summer line is the next chapter in that story. It’s also the first time we’ve offered MTB-specific accessories.”

He continued, “One item that literally caught people’s attention on the show floor is our Halo Overshoe, which has a built-in LED light that’s visible from 1,600 feet away. Leading bike publications in the UK have raved about the Halo, and said that it’s ‘Tron-like cool’.”

SealSkinz introduced the Halo, a waterproof and breathable overshoe, earlier this year in Europe. It won a 2015 ISPO Gold Award in the Outdoor Accessories category for its quality manufacturing and innovative design. Halo is offered in lightweight and neoprene versions and has an MSRP of \$60.



SealSkinz’ 2016 spring/summer product, which is available in both traditional and new bright colors, is almost entirely designed for cyclists, with fourteen unique mountain- and road-specific items. A key feature returning to the line is SealSkinz’ patented StretchDry technology, which makes its products fit close to the body, while ensuring they are waterproof and breathable. SealSkinz has also implemented water repellent technology to the line.

SealSkinz designed its new, lightweight and non-waterproof products for the warmer summer months. The company holds true to its British heritage, keeping summer showers mind as it created water repellent single-layer gloves and socks. Rain beads and runs off, and the accessories dry considerably more quickly than non-coated products. SealSkinz’ water repellent treatment also renders fabric water- and stain-resistant without altering its weight, breathability, thickness, or texture.

Explained Pritchett: “The main benefit offered by our spring/summer line is that moisture doesn’t penetrate through the fabric. At the same time, these accessories wick away interior perspiration to keep users cool. Our technology enables us to make lighter weight products



that offer superb protection from the elements, without the insulating effect that most people have come to associate with water repellency.”

SealSkinz’ new road gloves, the Madeleine Classic and Ventoux Classic, both feature its water repellent and fast drying technology. The gloves, suitable for racing, casual, or commuting cyclists, have vented palms, anatomically positioned padding, and stretch fabric for excellent, gap-free fit. MSRP is \$60 for the full-fingered and touchscreen-friendly Madeleine, and \$48 for the short-fingered

Ventoux.



Given SealSkinz’ strong appeal to mountain bike riders, it developed its first-ever MTB-specific products for the spring/summer 2016 line. There are two gloves and four socks, including the new MTB Ankle Sock with Hydrostop, MSRP \$52. This thin-weight sock is waterproof and features SealSkinz’ Hydrostop technology, a silicone-free elasticized taping inside the cuff to reduce ingress of water into the sock. The sock provides minimal insulation and maximum breathability with elasticized ankles and insteps for excellent fit.

Two additional MTB-specific items, the new Dragon Eye MTB and Dragon Eye Trail gloves, expand options for trail and cyclocross riders who demand comfort and dexterity in a full-fingered glove. The single-layer Dragon Eye Trail Glove, MSRP \$60, is touchscreen friendly and has pre-curved fingers, laminated stretch material on the back of the hand, and a synthetic suede palm. Its sibling, the Dragon Eye MTB Glove, a fully wind- and waterproof glove offered at MSRP \$72, is perfect for early spring riding. It’s a lightweight, non-insulated, and breathable glove that features SealSkinz’ anti-slip construction, which completely eliminates liner pull-out.



“Our foray into warm weather product is a direct result of customer demand,” summarized Pritchett. “Based on our Ambassador testing and feedback from dealers at Interbike, we seem to be on the right track with the new offerings.”

For more information about SealSkinz USA, please visit [www.sealskinz.com/US](http://www.sealskinz.com/US). Dealers who are interested in SealSkinz may contact [infousa@sealskinz.com](mailto:infousa@sealskinz.com).

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### SealSkinz Launches #IAMEndurance

*Campaign Asks, "What Does Endurance Mean to You?"*

**BROOMFIELD, Colo. – November 10, 2015** – Endurance accessories brand SealSkinz today released an international, multichannel campaign titled #IAMEndurance. It is a series of short films and related social media content that offer inspirational insight into people who have overcome challenges to reach their sporting potential.

The first film in the series, released today, features Sandy Plenty, a 36-year-old British man who at the age of three, was diagnosed with primary pulmonary hypertension in his heart and lungs.

By the age of 11, Mr. Plenty was a keen sportsman, but he was discouraged from taking part in any competitive sports due to his fragile medical condition and frequent hospital visits. Despite that, he discovered and pursued mountain biking, eventually riding himself off of the organ transplant list and into national competition.

His inspirational story is told on [SealSkinz' YouTube channel](#).



For more information about the new campaign, interview opportunities, pictures, or product, please contact [marketing@sealskinz.com](mailto:marketing@sealskinz.com).

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