



Trekking trailblazers: Yeti develops Next to Nothing fabric

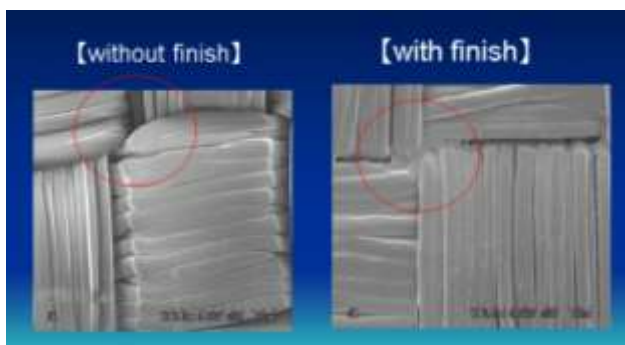
Unique new fibre-locking technology significantly boosts volume of down fillings

Görlitz / Munich, 01 February 2011 – A product is only as good as the materials used to make it. Whether it's a gourmet dinner or a favourite jacket, the effort is wasted without the finest ingredients, the best materials. Innovative outdoor equipment manufacturer Yeti has taken this philosophy as its watchword and developed Next to Nothing fabric. Like its predecessor LightyGram, Next to Nothing is featherlight yet ultra-durable and offers superb thermal insulation. And thanks to a unique new advanced fibre-locking technology known as 'dotting', it also retains its shape superbly; the fibres are 'fixed' in the weave wherever they cross, preventing the fabric from distorting.

A down jacket or down sleeping-bag is a constant companion on adventures. Your sleeping-bag is with you on every summit, on tours through South America or crossing the Alps; the jacket provides reliable warmth when winter has the city in its icy grasp or when your longing to see the Northern Lights convinces you to brave the cold. But no sooner do you fall in love with these companions than they literally start to fall apart; the fabric rapidly suffers under the strain of washing and wearing, loosening the weave and impairing the density of the down filling (which requires close-weave fabric for optimum volume).

Keeping in shape thanks to sophisticated fabric finish

To ensure that your favourite down items stay in shape to join you on urban or outdoor adventures, Yeti has developed a sophisticated technology known as 'dotting finish' for its Next to Nothing fabric. This unique process locks fibres together at the points where they cross. At a



density of around 15,000,000 dots per square inch, this effectively prevents the fabric structure from distorting, retaining its close weave and keeping even the tiniest crystal down feathers in the filling where they belong. As a pleasant side-effect, fabrics with this dotting finish are also practically creaseless and shrinkproof. Next to Nothing fibres

are antistatic, with far less static 'crackle' than conventional synthetics. Equipment like this makes it fun to plan new challenges – whatever you aim for, your equipment will be there with you!

LightyGram becomes Next to Nothing

Always on the go and ready for new challenges – that's the spirit of a true adventurer. So it's only natural that Yeti continues to advance its products and materials and has moved to a new level with its new Next to Nothing fabric. With immediate effect, Yeti will introduce new Next to Nothing fabric with unique 'dotting finish' in all products previously made from LightyGram. In addition, Yeti is adding high-quality Velvet Stretch cuffs / shoulder openings to all Next to Nothing products. These cuffs, already seen adding elegance to the stylish Yuko Yamazaki

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collection, are significantly more durable than conventional cuffs and also offer higher pilling resistance.

Availability

The products are available immediately from specialist retailers.

Yeti

Yeti GmbH is an innovation-driven manufacturer of premium outdoor products, including the world's lightest down sleeping-bags, expedition clothing and down-filled jackets, coats and vests. Yeti's award-winning products are at the cutting edge of innovation, ultra-light and highly compressible.

Every year Yeti's staff produce around 10,000 down sleeping bags, among the best in the world and standard equipment for extreme expeditions. Yeti products are "handmade in Germany" and have won many awards including Red Dot Award, Gear of the Year (Outdoor Magazin), and IF Gold Award, Silver class from Designpreis Deutschland.

Find out more about the Yeti brand and sales information at: www.yetiworld.com