

Press
release



Heidenheim, March 2011

GBB presents kid shoes with climate regulating Outlast® technology

Fashion combined with technical finesse

It's an exciting moment for kids when they start to stand and to walk alone. „The right footwear plays an important role,“ knows GBB, the French supplier of children's shoes. Footwear now provides even more comfort for the little ones: In its next autumn/winter collection GBB uses innovative climate regulating Outlast® materials in 40 styles.

“We look forward to being a new Outlast licensee,“ says Roger-Pierre Lancelot, Commercial and Marketing Manager of GBB SAS, Beaupréau/France. “Now our shoes will not only be fashionable, but also high-tech offering kids the best comfort possible.”

Children often experience unpleasant temperature changes during the day. They face many changes from being active and resting or going from outside to inside. Little feet can overheat and chill easily. Outlast® materials inside the GBB shoes help by absorbing excess body heat, storing it and releasing it when needed. When you manage temperature, you also manage heat and moisture so you can feel “just right” thanks to the Outlast® difference.

GBB footwear now specifically adapts to children's feet providing a quality, secure fit that has been proven over a period of time. GBB shoes are colorful, cheerful and tasteful and designed to appeal to children throughout their growing years... - always with a spot of fun and imagination. „We think it is very important to offer our customers fashionable products at the highest technical level to provide more function and improved comfort to kids' feet“, explains Roger-Pierre Lancelot. „The first reactions at shows were excellent. The smart heat management is very well accepted.“

Outlast® technology

Outlast® technology was originally developed for NASA to protect astronauts from temperature fluctuations in space. Outlast® technology utilizes phase change materials (PCM) that absorb, store and release heat for optimal thermal comfort. Outlast® technology is comparable to ice in a drink; as it changes from solid to liquid, it absorbs heat and cools the drink, keeping that drink at the desired temperature for a longer period of time. Outlast® phase change materials work in the same way, but are microencapsulated to be permanently enclosed and protected in a polymer shell. We call microencapsulated phase change materials Thermocules™.

This encapsulation process makes the Thermocules™ exceptionally durable. These Thermocules™ have the capacity to absorb, store and release excess heat. This gives any product containing Outlast® technology the ability to continually regulate skin's microclimate. As the skin gets hot, the heat is absorbed, and as it cools, that heat is released.

Outlast® technology is not wicking technology, which manages moisture by reacting to your sweat and pulling it away from the skin. Outlast® technology will proactively manage heat while controlling the production of moisture before it begins. That's the Outlast® difference. The benefits of Outlast® Adaptive Comfort® products at a glance:

- Absorbs excess body heat
- Manages moisture
- Reduces overheating
- Reduces chilling
- Reduces perspiration
- Continuously adapts to thermal changes

Outlast

Outlast Technologies, Inc., a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile to absorb, store and release heat. Outlast® technology pro-actively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort.

For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels, and accessories. For more information, please visit www.outlast.com.

GBB

Shoe manufacturer since 1947, GBB is the French specialist leader in high quality children's shoes for children aged from 0 to 12. Thanks to its own design office together with the skills of a team of independent designers, GBB makes all the prototypes, develops all the products in France and supervises all the shoe fittings to create a collection of unequalled quality and creativity.

GBB is a brand that benefits from over 60 years of experience in the manufacturing of children's shoes. Each season GBB is able to offer a large and complete range of shoes thanks to its mature perception of the upcoming market. GBB Belongs to the French Kindy Group. For more information, please visit www.gbb.fr.

287 words

Attachments: Astronaut, kid shoes, artwork

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Picture 1

The climate regulating Outlast® technology was originally developed for NASA to protect astronauts from temperature fluctuations in space. Today GBB uses it in kid shoes to reduce sweating and freezing.

Photo: Outlast Technologies, Inc.



Picture 2

Outlast® materials make the comfort difference - Outlast® kid shoes by GBB offer an active temperature regulation.

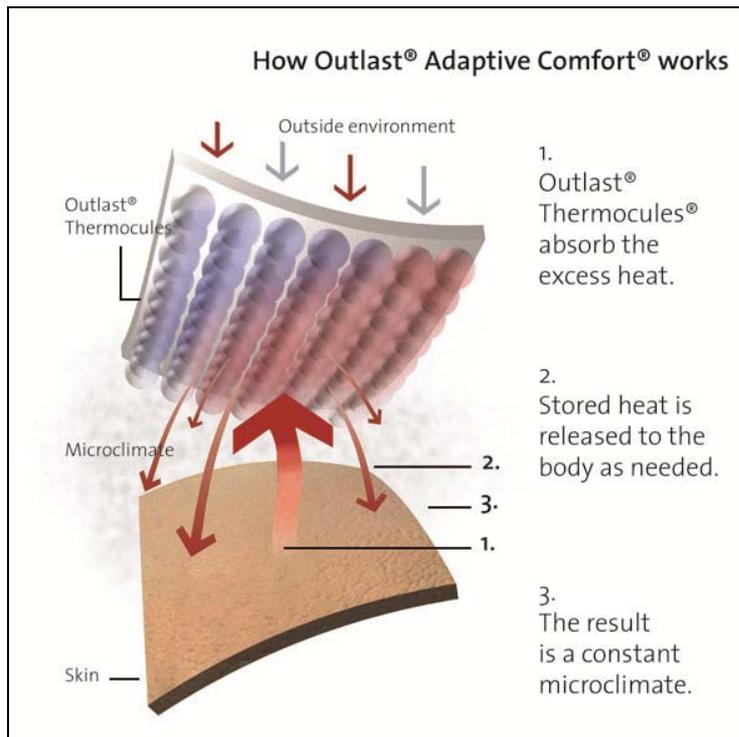
Photo: GBB



Picture3

Outlast® materials make the comfort difference - Outlast® kid shoes by GBB provide a perfect heat management.

Photo: GBB



Picture 4

How Outlast® technology works

Photo: Outlast Technologies, Inc.

**>>> more
information ...**

Barbara Fendt
Marketing & PR
Outlast Europe GmbH
In den Seewiesen 26/1
D - 89520 Heidenheim . Germany

Phone: +49.7321.272 27 13
Fax: +49.7321.272 27 10
Mail: barbara.fendt@outlast-europe.com
URL: www.outlast.com