



## Spring 2011 Newsletter



## 01 | Greetings

A letter from CEO Greg Roda

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Hi Folks,

I would first like to say that our hearts go out to all of those affected by the recent earthquake and resulting tsunami in Japan. We at Outlast are concerned for everyone involved, including those at our Outlast Asia operation in Tokyo and all of our fiber and fabric development partners. In particular, we wish our friends at Itochu the best as they work to recover. We are relieved to report that all Outlast Asia employees are safe and that our team is continuing to do business as efficiently as possible.

2011 started strong out of the gate as demonstrated by the new products and campaigns featured in the newsletter. The launch of Jockey® staycool products with Outlast® technology in the U.S. has been a cooperative effort between each of the Outlast geographic teams to ensure that we delivered effectively for Jockey. We focused diligently to enable these product introductions and we are excited about our partnership with Jockey. Footwear, always a strong category for Outlast, will continue to expand in 2011 as well as an expansion in the flame retardant (FR) market with our second FR product launch.

Our global marketing efforts have come to fruition with the 2011 advertising campaign providing a unified look and feel for the brand and creating better synergy between our operations around the world. Look for our new print ads in trade publications as well as increased scope and breadth in our social media programs. For updates on all Outlast happenings be sure to visit our Facebook and Twitter pages.

We have had a great 2011 so far and look forward to extending this throughout the year. As always, a special thanks to our valued partners and everyone involved in Outlast and its achievements.

Regards,



*Greg Roda*

Greg Roda  
CEO Outlast Technologies, Inc

**U.S. Market First: Jockey Launches Jockey® staycool with Outlast® Technology**

New licensee Jockey International, Inc. has launched an innovative line of undergarments: Jockey® staycool. Outlast® technology is utilized in the Jockey® staycool products for men and women, which regulate skin temperature and help to keep the wearer feeling cool and comfortable all day long. Jockey is the first company to market both women's and men's underwear incorporated with Outlast® technology to the U.S. market. A bonus, Tim Tebow, pro quarterback and Heisman trophy winner, endorses Jockey® staycool products with Outlast® technology!

For more information, please visit: [www.jockeystaycool.com](http://www.jockeystaycool.com)



**Product Spotlight**

**Auri Footwear Creates New Footwear Category**

With the help of Outlast® technology, Auri Footwear has carved out its own niche within the footwear industry: high fashion with comfort. Auri's spring and fall 2011 lines integrate Outlast® technology into fashionable shoes, offering customers something different from other footwear on the market—all-day foot comfort inside fashion-based footwear. Outlast® technology enables Auri to offer a comfortable and wearable product that fuses together high-quality materials with high-fashion design, positioning Auri a step ahead of the competition.

For more information, please visit: [www.aurifootwear.com](http://www.aurifootwear.com)



**Kit for Kids Wins at Practical Parenting Awards**

Outlast Europe customer Kit for Kids Ltd. won gold and bronze in the Practical Parenting Awards from United Kingdom-based website Made for Mums. The By Carla® Heat Regulating Mum and Baby Support Pillow won gold, competing against strong brands in the pregnancy product category. The Outlast® Pioneer Cot Mattress received bronze in the nursery product category. Both products regulate fluctuating skin temperature, maximizing comfort and relaxation for both mom and baby.

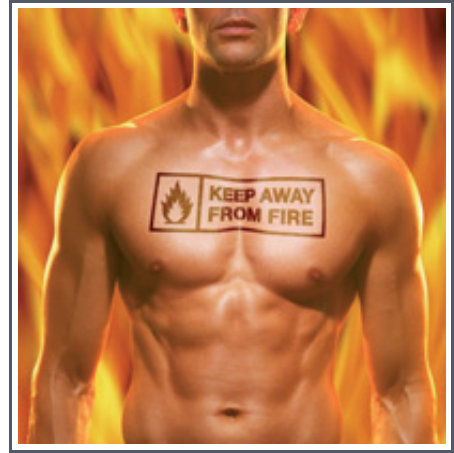
For more information, please visit: [www.kitforkids.net](http://www.kitforkids.net)



### Latest Flame Retardant Fabric from Outlast and Protex

In partnership with Waxam Fibres Ltd., Outlast has successfully developed another innovative flame retardant (FR) fabric designed for the work wear sector where users need protection from heat and/or flames or molten metal splashes. This FR Protex® modacrylic fiber is blended with Outlast® viscose fiber, providing heat and moisture management benefits attributing to a higher level of comfort for the wearer, something not normally available in work wear.

For more information, please visit: [www.waxmanfibres.co.uk](http://www.waxmanfibres.co.uk)



### Keep Beat Undergarments Offer Year Round Comfort

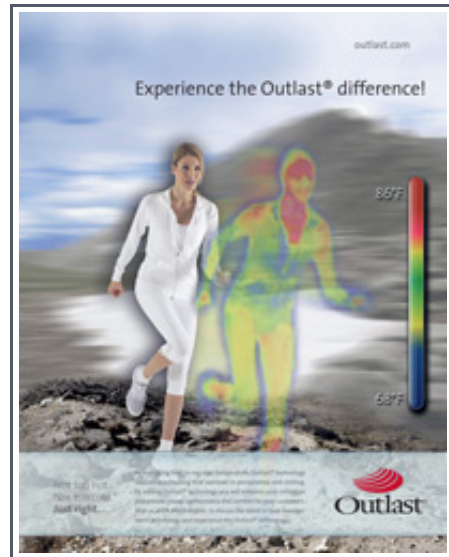
Outlast Asia partner World Co., Ltd. has introduced Keep Beat, a line of women's undergarments that interact with the wearers microclimate to provide comfort all throughout the year. Keep Beat offers t-shirts, three-quarter length shirts, camisoles, one-piece dresses and leggings for women. Unlike other high-performance undergarments that are for either summer or winter, Keep Beat products are suitable for every season.

For more information, please visit: [corp.world.co.jp/english/index.html](http://corp.world.co.jp/english/index.html)



**Advertising Campaign Strengthens Outlast as a Global Brand**

For 2011, Outlast developed a new advertising campaign to help strengthen its position as a global company. This campaign supports Outlast’s goal of having a global brand, messaging and positioning that unifies operations in North America, Europe and Asia. The first global ad has placement in all regions with a practical concept for all markets, allowing for consistent representation of the Outlast brand and messaging worldwide.



**Outlast North America Bolsters Social Media Efforts**

A growing focus for Outlast North America is social media. With profiles on both Facebook and Twitter, Outlast now reaches a wider variety of consumers, retailers, partners and media. Social media provides another channel for distributing news and disseminating information as well as another avenue for supporting partners, many of whom are actively participating in social media. Outlast will continue to grow its online presence to reach target audiences and have better ownership of online messaging and benefits. Like us at [facebook.com/outlasttech](https://www.facebook.com/outlasttech) and follow us on [Twitter @OutlastTech](https://twitter.com/OutlastTech).



## techtexsil

Hall 3.1, Stand E 61  
May 24-26, 2011  
Frankfurt, Germany



October 18-21, 2011  
Düsseldorf, Germany

For the following show, please contact Guy Eckert, [geckert@outlast.com](mailto:geckert@outlast.com), if you are interested in setting up a meeting.



May 25-28, 2011  
Cologne, Germany

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