



Summer 2011 Newsletter



01 | Greetings

A letter from CEO Greg Roda

With the support of Outlast's partners and suppliers, coupled with increasingly streamlined global coordination, the first half of 2011 has exceeded expectations. As we head into the second half of the year, our focus will be to expand product lines with existing customers and grow the presence of our award winning Outlast® polyester fiber in the market, allowing more consumers to benefit from Outlast® heat and moisture management technology.

As evidenced by the stories featured in the Product Spotlight section, Outlast has been successful at expanding the use of Outlast® materials into new product segments, including helicopter survival suits, nursing shoes, and carpeting. Visit the Product Spotlight section to learn how Outlast® materials are enhancing these new product segments.

I am proud to announce the Outlast® polyester fiber won the Tectextil 2011 Innovation award. The polyester fiber truly is an innovative solution for heat and moisture management that could not have been achieved without the support of our key partners. We have also continued the support of the Jockey® staycool product line by participating in a press event called Summer House. The Marketing News section has more about this interesting event and other marketing related stories.

We have had a strong first half of 2011 and look forward to carrying this into the second half of the year. As always, a special thanks to our valued partners and everyone involved in Outlast and its achievements.



Regards,

A handwritten signature in black ink that reads "Greg Roda".

Greg Roda
CEO Outlast Technologies, Inc

Outlast Asia Raises Funds for Tsunami Victims

Outlast Asia team members recently participated in the Bay to Breakers annual footrace in San Francisco, CA, on May 15. Outlast supported the team's efforts to raise funds for victims of the March 11 tsunami in Japan by outfitting the team in Jockey® staycool t-shirts with Outlast® technology that carried the message, "Ganbarou JAPAN." Team members expressed their gratitude towards Outlast stating the company's support, "became a great motivation that led us to finish the marathon successfully."



Product Spotlight

Survival-One Designs New Helicopter Passenger Survival Suit with Outlast® Technology

Survival-One Limited, a recognized world leader in the design, manufacture and service of survival clothing and equipment, launched a new helicopter passenger survival suit incorporating Outlast® technology. The new 1000 Series suit uses Outlast® materials to provide offshore workers the benefit of enhanced insulation that regulates the microclimate inside the suit to improve thermal comfort and reduce thermal stress. The new suit addresses the effects of long-term immersion in water (typically less than 10°C), which can cause heat stress to the wearer. Andy Wilson, Design & Development Manager at Survival-One Limited, Aberdeen/United Kingdom states, "We have achieved a real break-through with this next generation of survival suit. It delivers maximum protection without sacrificing comfort."



For more information, please visit www.survival-one.com

Timberland Nursing Shoe

Outlast has partnered with Timberland for the Timberland PRO® Renova series shoe. New styles were launched this past spring, with updates to their popular Professional collection that boasts comfort and reliability. This collection features an Outlast® temperature regulating sock cover to keep the foot drier. It's married with Timberland PRO's exclusive Anti-Fatigue Technology that absorbs shock and increasing energy, to ultimately support nurses who spend long hours on their feet. The Timberland PRO® Renova series is the perfect prescription for any nurse seeking footwear that will allow for enhanced performance and comfort.



To view, purchase, or learn more about the Timberland PRO® Renova Series collection, visit www.renovacollection.com

All-Season Electric Carpet with Outlast® Technology Released by Fujitsu General

With the increased awareness around the power supply shortage in Japan, Fujitsu General released an all-season electric carpet in partnership with Outlast Asia. Launched in April, this carpet employs Outlast® coated nonwoven technology to help balance temperature by absorbing, storing and releasing heat. It also reduces 99 percent of electromagnetic waves, allowing consumers to safely use it year-round. The "hay" carpet was designed by Ms. Kazuko Saeki, a dyeing and weaving specialist with an established reputation for textile goods work in the public sector.



Outlast® Polyester Fiber Wins Innovation Prize at 2011 Tectextil

Outlast impressed the international jury of Tectextil (International Trade Fair for Technical Textiles and Nonwovens), taking a prize in the “New Materials” category for the development of the world’s first heat managing polyester fiber. Outlast was among seven of 84 entrants to win a 2011 Tectextil Innovation Prize. The newest member of the Outlast® fiber family aligns particularly well with underwear and other products worn next to skin such as socks, t-shirts, shirts, and trousers. It offers the added value of balancing temperature, with the characteristics of a conventional polyester fiber (e.g., low moisture absorption; ability to transport moisture; improved wrinkle resistance; superior light, water and wind resistance; and an above average durability). We would like to also give a special thanks to our Asian partners: FET fiber divisions, Fountain Set, Chia-Her, FET fabric division and the FET yarn division who have played a vital role in taking this award winning innovation to a commercial level.



Summer House

The Americas division of Outlast grabbed some media attention at the annual Summer House experiential marketing event in Nantucket, MA, last month. During this two-week event, Outlast met with editors representing lifestyle publications such as Good Housekeeping, Men’s Health and Shape who had the opportunity to experience the performance of Outlast® products during typical, everyday activities. The editors joined in an Outlast-sponsored contest that took them on a tour of downtown Nantucket with "Flat Buzz Aldrin" enjoying some of the coolest sights, sounds and flavors of the island.

To see a photo album of images from Summer House, please visit us on Facebook: [Facebook.com/OutlastTech](https://www.facebook.com/OutlastTech)



Outlast® SILVERLINE Receives “Slovak Gold” Certificate

Outlast licensee, Ametist Slovakia, s.r.o., located in Dubnica na Váhom, Slovakia, was recently awarded the Quality Slovak Gold certificate by the Slovak Gold Foundation. The licensee was the first to receive the certificate for bedding products. The Quality Slovak Gold certificate has been respected by the industry and professional public since its inception in 1994, and it is the most prestigious quality certificate in the Slovak Republic. Slovak Gold is a testament to the quality of a product, endorsing its professional verification and confirmation by an independent, non-state authority. Ivan Gašparovič, President of Slovakia, attended the award ceremony with the recipients of the certificate.

For more information, please visit www.ametist.sk





August 4-7, 2011
Booth 155-418
Salt Lake City, UT

For more information, please visit www.outdoorretailer.com/summer-market



October 18-21, 2011
Booth B15; Hall 10
Düsseldorf, Germany

For more information, please visit www.aplusa-online.com

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