



## MONTANE<sup>®</sup> WINS 2013 POLARTEC<sup>®</sup> APEX AWARD

MEDIA INFORMATION  
18<sup>th</sup> June 2013

The Alpha Guide Jacket has yet to hit the shops but that hasn't stopped it from winning a prestigious POLARTEC<sup>®</sup> Apex Award already.

Due to go on sale as part of MONTANE<sup>®</sup>'s Autumn / Winter 2013 range, the Alpha Guide Jacket has been designed to give effective insulation to the core body whilst leaving the arms free from restrictions. Utilising POLARTEC<sup>®</sup>'s unique new Alpha<sup>®</sup> insulation as its fill, this hybrid jacket is not so much a piece of clothing, rather a piece of climbing equipment.

POLARTEC<sup>®</sup> Alpha<sup>®</sup> is the latest evolutionary step in synthetic insulation. It is a highly stable layer allowing for the use of more open and breathable fabrics on the outer and inner layers of insulative garments. Its open, woven construction combines warmth with hyper breathability, whilst at the same time being extremely compressible. POLARTEC<sup>®</sup> Alpha<sup>®</sup>'s effective moisture vapour transportation characteristics combined with quick drying times help to keep the wearer comfortable, dry and focused, recovering well even after a downpour.

On the Alpha Guide Jacket, POLARTEC<sup>®</sup> Alpha<sup>®</sup> is encased in PERTEX<sup>®</sup> Microlight Stretch fabric, which provides high wind resistance and the stretch needed for climbing movement. Mt. Thermo X Stretch fabric is used in the arms, shoulders and arms to complete the jacket. A plethora of technical features, such as a stretch hood that can fit comfortably under a climbing helmet, thumb loops and a two way YKK zip to allow easy access to climbing or rucksack harness, make this a truly formidable jacket.

### About MONTANE<sup>®</sup>

MONTANE<sup>®</sup> is a British company that creates premium lightweight and breathable clothing and equipment for mountainous and extreme environments. Founded 20 years ago, MONTANE<sup>®</sup> works with leading innovative expeditions to the world's polar and mountainous regions, support athletes in climbing, polar exploration and endurance trail running and sponsors the world's leading ultra distance endurance events. MONTANE<sup>®</sup> products are sold through leading specialist outdoor, run and bike retailers in over 40 countries around the world. For more information please visit [www.montane.co.uk](http://www.montane.co.uk). FURTHER. FASTER<sup>®</sup>.

For further information regarding MONTANE<sup>®</sup> contact Paul Cosgrove or Jo Allen on:  
+44 (0)1670 522300 / +44(0)7802 762596 – [paul@montane.co.uk](mailto:paul@montane.co.uk) – [jo.allen@montane.co.uk](mailto:jo.allen@montane.co.uk)



The Alpha Guide Jacket was selected for the POLARTEC® Apex Award on the basis of its style, function, workmanship and the innovative use of POLARTEC® Alpha®. This award is presented to designers and companies that make the most of POLARTEC® based products to expand the limits of what fabric can do.

Winning products are showcased at both the Outdoor Retailer Summer Market and OutDoor Friedrichshafen trade shows on the POLARTEC® and MONTANE® stands.

For further information on the POLARTEC® Apex Awards please visit: <http://www.polartec.com/apex-awards/>

**Journalists:** For immediate release, 18<sup>th</sup> June 2013

#### About MONTANE®

MONTANE® is a British company that creates premium lightweight and breathable clothing and equipment for mountainous and extreme environments. Founded 20 years ago, MONTANE® works with leading innovative expeditions to the world's polar and mountainous regions, support athletes in climbing, polar exploration and endurance trail running and sponsors the world's leading ultra distance endurance events. MONTANE® products are sold through leading specialist outdoor, run and bike retailers in over 40 countries around the world. For more information please visit [www.montane.co.uk](http://www.montane.co.uk). FURTHER. FASTER®.

For further information regarding MONTANE® contact Paul Cosgrove or Jo Allen on:  
+44 (0)1670 522300 / +44(0)7802 762596 – [paul@montane.co.uk](mailto:paul@montane.co.uk) – [jo.allen@montane.co.uk](mailto:jo.allen@montane.co.uk)