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FOR IMMEDIATE RELEASE

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KOKATAT INTRODUCES RECYCLED POLARTEC® POWER DRY® FABRIC IN OUTERCORE INSULATION

Arcata, CA – As part of Kokatat’s efforts to reduce waste, the OuterCore insulation program (new Capri, tops, pants, and dry suit liners) will now be made using revolutionary new Polartec® Power Dry® recycled fabric with Odor Resistant Technology. This fabric is made of 65% recycled material, which helps to reduce the burden on our landfills and natural resources, and provides a viable end-use for post consumer recycled soda bottles and/or post industrial polyester waste. Use of this fabric saves 0.20 gallons of gasoline and reduces 7.8 lbs of CO₂ per yard. Unique silver yarns provide permanent odor protection by inhibiting the growth of odor causing bacteria in the fabric, resulting in garments that stay fresher, longer between washes!

A new women’s Capri style will be added to the OuterCore insulation line for 2009. This style was created due to popular demand from our women team paddlers looking for a lightweight, quick drying insulation piece to wear stand alone or as a layer under the Destination Paddling Trunks. The Capri will provide light insulation in cooler climates as well as protection over the knees for inside the kayak or canoe.

Two new colors, dark brown and pacific, are introduced for the OuterCore program. Both men’s and women’s tops and liners are now articulated to offer a better next-to-skin fit. The face of the OuterCore fabric is smooth for ease when layering, and the brushed interior assists in wicking moisture away from inner layers or skin when worn alone. The new fabric is also more resistant to pilling.



*Women's OuterCore Long
Sleeve Top and Capri*

Get “Into the Water” with Kokatat Watersports Wear, an independent manufacturer committed to growing the sport since 1971! Please contact Lisa Beckstead, Kokatat Public Relations representative, at (775) 225-8039 or e-mail at lisa_beckstead@kokatat.com

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