



ESCHLER – Collection Summer 2012

DRESSED FOR THE GAMES

Eschler's summer 2012 collection was engineered with the Games in mind. The new fabrics will dress for Olympic success! The Summer Games 2012 in London are the key focus of the new high-tech qualities by the Swiss knitwear specialist. For this ambitious project, Eschler closely cooperated with top sports apparel brands, leading technology partners, and international sports associations

For the development of its new collection, family-owned brand Eschler mainly focused on the Olympic disciplines Mountain Biking, Road and Track Cycling, Triathlon and Swimming. Highly experienced in the production of top performance racing fabric for bike and triathlon apparel, the Swiss brand works with the world's leading brands. Professional swimwear, however, is a new step for Eschler. Yet, the new guidelines for competition suits set by the international federation FINA opened up a great opportunity for Eschler to offer perfectly adapted fabrics. Of course, Eschler transfers its expertise in competition sports to the fabrics for non-professional sports apparel.

As one of the first knitwear producers, the Christian Eschler AG became a certified member of bluesign® in 2001 – the independent standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency. For Eschler, the reduction of the ecological footprint starts during the product development phase. For summer 2012, the Swiss brand has developed a permanent, water resistant finishing based on **plasma technology**. This new solution is environmentally friendly, free of fluorocarbon and achieves fantastic durability results. With this new plasma technology, Eschler confirms its status as one of the world's most innovative knitwear pioneer!

Plasma (the "fourth stage of aggregation") is created by applying electrical fields to pure gas or gas mixtures in a vacuum chamber. The gas is ionized and leads to a chemical reaction on the surface of the respective material. The right combination of gas mixture composition, frequencies and gas flow results in systematic surface modifications of fabrics (hydrophilic, hydrophobic, dirt repellent) – effects that are also extremely durable!

Eschler exclusively works with a dry, ecologically friendly process. It saves energy and is free of fluorocarbon compounds (PFOA or PFOS). Compared to any other currently known treatment, this technology is by far more ecologically friendly.

For further information on plasma technology see News & Press on www.eschler.com



Fabrics for Bike- and Triathlonwear

For the new functional fabrics for bike- and triathlonwear, Eschler focused on the main criteria: compression, aerodynamics, thermoregulation, low weight, and UV protection.

The key body zones for **compression** are arms, as well as shanks and thighs. Tests conducted at a research institute in Calgary showed that optimum compression can improve blood flow in the extremities by up to 2.2% and reduces muscle vibration by 3%. Even more important is the fact that the reduction of muscle vibration lowers the production of lactate. The body can absorb and convert lactic acid quicker, thus enhancing the athlete's regeneration.

Eschler offers various compression fabrics made of Polyester/Elasthane and Polyamide/Elasthane with the same surface construction, yet different levels of elasticity. The integration of **carbon fibres** can further optimize thermoregulation and moisture management.

The **aerodynamic** properties of Eschler's new fabrics were further improved by material mixtures with varying surfaces. These fabrics have a significant effect on energy saving, already for a speed from 40-50 km/h. This fact has been measured in tests with professional athletes who can reach top speeds – depending on the discipline – of up to 80 km/h.

Eschler's extremely successful 'Flash' qualities ensure fantastic **thermoregulation** and ideal moisture management. Flash is a complex double layer knit with Polyester inside and Polyamide on the outside. The thermo regulating function can be further optimized by Schoeller's coldblack® technology. It allows dark textiles to no longer absorb, but reflect heat. Thus, coldblack® reduces heat build-up and provides reliable protection from UV-rays.

Low weight is a key criterion for all bike and triathlon fabrics. Eschler therefore uses extremely fine knitwear machines. They guarantee a minimum fabric weight, yet produce strong, compact surfaces. Microfibre yarns ensure a soft touch, which is further improved by a mechanical surface treatment.

The **UV protection** of all of Eschler's e1 fabrics is measured and rated. The factor is not only a crucial point for kids wear, it is also extremely important for endurance sports athletes such as cyclists, triathletes and runners.

For comfortable weather protection, Eschler developed the **Skinliner** – a 2.5 layer laminate. The Swiss brand laminates the elastic knitwear outer on a water- and windproof, yet breathable PU membrane. A





special print on the membrane's inside works as spacer, so that Skinliner can be worn directly on the skin, making a lining superfluous. The seams of the 2.5 layer laminates can be perfectly bonded – making the apparel 100% waterproof. The Skinliners are superlight laminates uniting excellent elasticity and fantastic weather protection.

High-Tech Fabrics for Competitive Swimwear

The introduction of the new competitive swimwear regulations by the FINA (International Swimming Federation) in 2010, provided Eschler with the opportunity to engineer new high-tech fabrics specifically adapted to the rules.

Instead of studying the material in wind tunnel tests – a research tool Eschler has applied for decades for its high-tech fabrics for competitive wintersports – the Swiss brand now conducts extensive studies in the water. The results define the material's surface design, compression zones, fabric combinations, finishing etc.

A lot of the new approaches are inspired by nature: bionics (the application of biological systems to modern engineering and design) is the foundation for many ideas in competitive swimwear in particular. Sharks, dolphins etc. have developed a highly optimized and efficient way of moving in water. Eschler's fascinating research projects involve a very close observation and imitation of the functions found in nature.

For more info see www.eschler.com

Hi-Res data download at:

Plasma Technology: http://www.k-g-k.com/download/Eschler_plasma-technology_Logo_HR.jpg

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swiss **TEXTILES**



ESCHLER – Touch Swiss Comfort: Founded in 1927, the Christian Eschler AG quickly advanced to become one of the world's leading manufacturers of functional knit fabrics. Today, the family owned business, based in Bühler/ Switzerland, is managed by the third Eschler generation and specialises in sportswear, work wear, technical textiles and lingerie. As one of the first textile companies, Eschler committed itself to an environmentally friendly production cycle by becoming a bluesign® system partner (www.bluesign.com). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.