

## ESCHLER High-tech Fabric in Award Winning Bike Bib from CRAFT

### AN ATTACKING WINNER

**CRAFT once more proves its pioneering role in developing outstanding performance bikewear. The brand's new Elite Attack Bib integrates a high-tech 'Flash' fabric engineered by Swiss knitwear specialist Eschler. The double layer knit (Polyester on the inside, Polyamide on the outside) provides an outstanding moisture management, has compression properties and integrates carbon fibres for improved thermal regulation. No wonder, the Elite Attack Bib received the Eurobike Award 2009!**

Swedish sportswear pioneer CRAFT introduces its new high-end cycling bib. It is engineered for serious attacks on hot summer rides! The Elite Attack Bib – winner of the Eurobike Award 2009 – is made of a lightweight, bi-component fabric by Swiss knitwear specialist Eschler: Polyester fibres on the inside are soft on the skin and provide an outstanding moisture management as well as excellent cooling properties. While the Polyamide outside delivers high abrasion and pilling resistance. To make sure cyclists get all the support they need, added Elasthane provides muscle-supporting compression in the key zones.

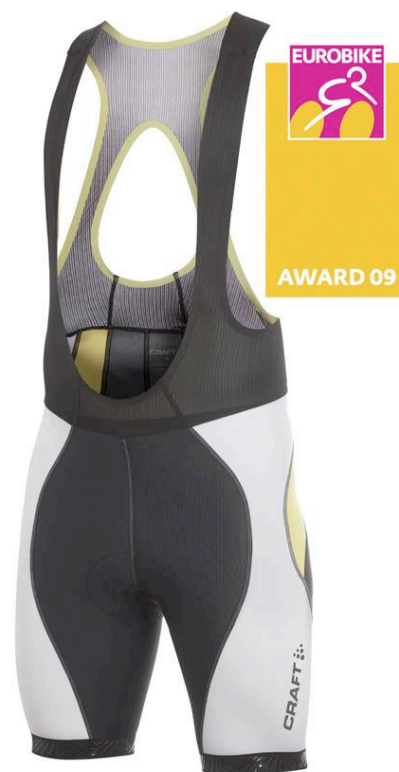
The fabric also integrates carbon fibres, which reduce the formation of odour and have antistatic properties. According to a study conducted at the independent research institute EMPA in St. Gallen/Switzerland, the carbon fibres further improve the thermal regulation.

For more info see [www.eschler.com](http://www.eschler.com) and [www.craft.se](http://www.craft.se)

Hi-Res data download at: [http://www.k-g-k.com/download/CRAFT\\_EliteAttackBib\\_M\\_S10\\_HR.jpg](http://www.k-g-k.com/download/CRAFT_EliteAttackBib_M_S10_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](http://www.bluesign.com)). The independent bluesign® standard meets strict requirements regarding sustainability, health and safety as well as resource efficiency.