

Descente Avanti bikewear with Eschler Flash material

COOL AND PROTECTED

In summer 2010, Descente once more proves its pioneering role in developing outstanding performance bikewear. The brand's new Avanti outfit integrates a high-tech 'Flash' fabric engineered by Swiss knitwear specialist Eschler. The double-layered knit offers fantastic moisture management and cooling properties. It also utilizes the unique coldblack® technology, which reduces heat absorbancy in dark colored textiles, cools up to 5°C and guarantees a high level of UV-protection. Descente's Avanti styles are truly designed for hot rides on steaming asphalt!

Descente has been known for its top performance apparel since its founding in 1953. For its new Avanti jersey, bib and short, the legendary brand utilizes highly technical 'Flash' material developed by Swiss knitwear specialist Eschler. The complex double layer knit features Polyester on the inside and Polyamide on the outside, which delivers an outstanding moisture management (it "dries in a flash") and excellent cooling properties. Further, the Polyamide outer guarantees a high abrasion and pilling resistance.

Yet, the material also employs coldblack® – a technology by Schoeller, Switzerland, which protects the cyclist and keeps him cool on days when the temperatures go from hot to hotter: coldblack® reduces heat absorbancy in dark colored textiles, cooling up to 5°C, and guarantees a high level of UV-protection.

For more info see www.eschler.com and www.descente.com

Hi-Res data download at: http://www.k-g-k.com/download/ESCHLER_Descente-Avanti_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.