

ESCHLER COLLECTION SUMMER 2011

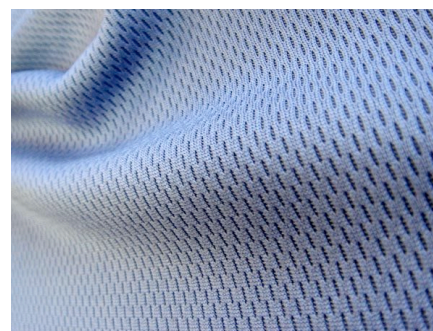
PROTECTION AND SUSTAINABILITY

In summer 2011, the collection highlights of Swiss knitwear manufacturer ESCHLER include three highly functional fabrics integrating innovative technologies. Eschler introduces a new Layer One quality from 100 % recycled polyester implementing an antimicrobial technology. Further, the Swiss brand presents two extremely high-tech knits utilizing Schoeller's revolutionary coldblack® technology. It reduces heat absorbancy in dark colored textiles and guarantees a high level of UV-protection.

Eschler sportswear fabrics are segmented in the *eschler comfort system* (*ecs*): a complementary layering principle with the categories e1, e2 and e3/e3+. For its summer 2011 collection, the Swiss company focused on sustainability and state-of-the-art technology.

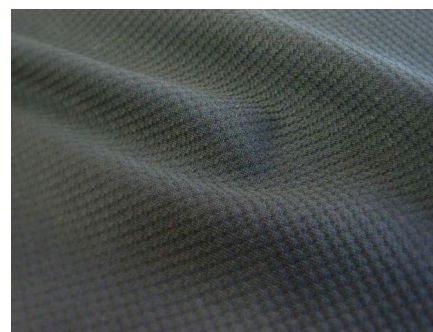
e1 PCR Bioactive

ESCHLER was one of the first textile companies that became a bluesign® system partner and thus committed itself to an environmentally friendly production cycle. The PCR Bioactive fabric underlines the brand's dedication to more sustainability. The "New Life" yarns are made of 100% PCR (Post-Consumer Recycled) Polyester – in this case: PET bottles. They have a very soft touch, great elasticity and moisture management. Further, PCR Bioactive features silver ions incorporated in the polymer of the fibres, which inhibit the growth of odour-causing bacteria. This makes it the perfect fabric for functional underwear, technical shirts, as well as performance garments for high-aerobic activities.



e1 SWAN coldblack®

e1 SWAN coldblack is a technical knit with a unique dimple structured ('golf ball') surface creating fantastic aerodynamic properties. This material is already predominantly used in competition sports clothing from the suits of pro short track runners to bike and triathlon apparel. Now, ESCHLER presents SWAN with coldblack® technology by Schoeller. The (bluesign® approved) finishing allows dark textiles to no longer absorb, but reflect heat. Thus, coldblack® reduces heat build-up and additionally provides reliable protection from UV-rays.



e3 Flash coldblack®

e3 Flash does not only “dry in a flash”, it is a double layer knit with Polyester on the inside and Polyamide on the outside, which delivers an outstanding moisture management and excellent cooling properties. The Polyamide outer material further guarantees a high abrasion resistance. ESCHLER adds Lycra® Power for elasticity and compression and integrates carbon fibres, which – according to the independent Swiss institute EMPA – improves the garments thermal regulation. For even more high tech, the fabrics now also utilizes coldblack® technology for UV protection and effective heat reduction.



For more information see www.eschler.com

Visit ESCHLER at

OutDoor: Booth A4.308

Outdoor Retailer Show: Booth 255.601

Interbike: Booth 445

Eurobike: Booth A4.103

Images for download:

http://www.k-g-k.com/download/ESCHLER_e1-PCR-Bioactive_HR.jpg

http://www.k-g-k.com/download/ESCHLER_e1-SWAN-coldblack_HR.jpg

http://www.k-g-k.com/download/ESCHLER_e3-FLASH-coldblack_HR.jpg

coldblack® is a registered trademark of Schoeller Technologies AG, Switzerland (patent pending).

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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.