

## SPORTFUL climbs with Eschler performance fabric

### CERAMIC COATING FOR ALPINE PURSUITS

**Sportful is known for producing uncompromising high-tech sportswear for ambitious athletes. For winter 2010, the brand presents a mountaineering and ski outfit that is functional to the detail. For the Dolomiti WS jacket and pants, the Italian label has teamed up with Swiss company Eschler. The knitwear specialist provides an extremely abrasion resistant coating embedded with diamond-hard ceramic particles. Thought through and state-of-the-art, Sportful's outfit fully prepares for even the toughest outdoor pursuits.**

With its Dolomiti Windstopper® jacket and pants, Sportful introduces the perfect outfit for backcountry lovers. Specifically adapted to the needs of randonnee skiers, mountaineers and outdoor athletes, the pieces come with an exceptional, preshaped fit that provides maximum freedom of movement despite the athletic, fairly tight fit that avoids bulkiness.

The tightly woven Windstopper® fabric combines maximum breathability with wind protection. For the exposed areas that are subject to heavy wear, Sportful further uses a knitted material by Swiss brand Eschler. The family owned company is known as a pioneer in technical fabrics. The ceramic coating is a special innovation: the polyurethane-based coating is embedded with diamond-hard ceramic particles. It is particularly environmentally friendly since it is completely free of solvents. The coating withstands even extreme friction from backpacks or hip belts etc. and thus enables the synthesis of high wearing comfort with fantastic wearing resistance.

The Dolomiti jacket further features a 2-way front zipper, a chest pocket and reflective details for more visibility. The respective pant comes with two zippered pockets, is adjustable at the waist and has ankle zips for easy step-in and step-out.

More info: [www.sportful.com](http://www.sportful.com) and [www.eschler.com](http://www.eschler.com)

Hi-Res data download at:

[http://www.k-g-k.com/download/Eschler\\_Sportful\\_Dolomiti\\_F10\\_HR.jpg](http://www.k-g-k.com/download/Eschler_Sportful_Dolomiti_F10_HR.jpg)

**PR Contact**

KGK – Kern Gottbrath Kommunikation  
Sissi Pärsch  
+49 – 89 – 30 76 66-3  
[eschler@K-G-K.com](mailto:eschler@K-G-K.com)

