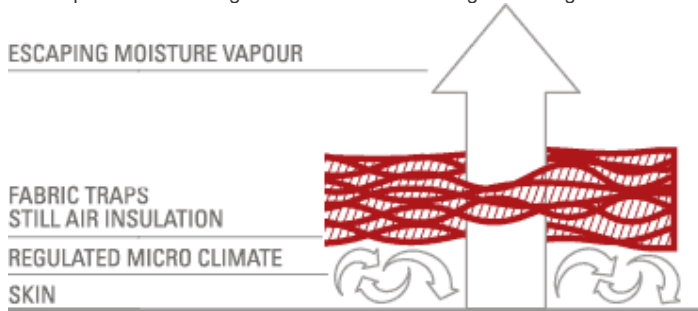


MERINO ADVANCED PERFORMANCE PROGRAMME

The MERINO ADVANCED PERFORMANCE PROGRAMME [MAPP] uses a combination of scientific analysis, natural Merino breeding programmes and innovative processing to produce premier Merino performance fabrics for outdoor activities. MAPP fabric is produced using exclusive Merino fibres sourced from only the cleanest and purest New Zealand alpine environments.

MAPP is your guarantee of SOURCE, PROCESS and FUNCTIONALITY.

MAPP Merino fibre buffers the body's microclimate in changing conditions, maintaining comfort. MAPP Merino fibre has the added benefit that as it absorbs moisture, such as from a cool, damp environment, the fibres release a small but perceptible amount of heat. This heat is known as 'heat of sorption' and is generated through a chemical reaction that occurs when the water vapour binds to the chemical structure of the MAPP Merino fibre. This acts to prevent the chilling of the wearer. It is the original 'intelligent' fibre.



MAPP Merino's fine narrow fibres ensure this irritation does not occur, thus preventing the prickle often associated with traditional wool. So comfortable that even babies can wear it next to skin.



EASY CARE



The surface properties of the MAPP Merino fibre, mean that spills can be easily wiped away before causing permanent staining. Soil particles don't 'stick' to the garment through electrical charge. MAPP Merino's moisture absorbing characteristics contribute to excellent wrinkle recovery of fabrics and garments, especially through the application of steam, a valuable easy care feature when travelling.