



Páramo fly high with launch of new Halcon Jacket at Rutland BirdFair

Since the successful introduction of their Pájaro Jacket in 2006, Páramo has been inundated with requests to increase the wildlife watching range of clothing. Working with outdoor professionals, the Halcon has been developed to give even greater comfort in the outdoors. This deluxe jacket, to be launched at the August 2009 BirdFair, has all the advantages of Nikwax Analogy waterproofing, with nine pockets inside and out to cater for the committed wildlife watcher and outdoor photographer. For every Halcon Jacket sold, Páramo will donate a sapling to help Trees for Life replant the Caledonian Forest.

Designed for the most active country lifestyles, the intelligent features of the Halcon Jacket make it especially suitable for outdoor enthusiasts and professionals who need access to plentiful equipment while outside. Nine easily accessible pockets provide excellent secure storage, including fleecy-lined handwarming pockets behind the bellows pockets, plus capacious internal mesh pockets at hip level. The unique Nikwax Analogy fabric and carefully thought-out ventilation options allow wearers to maintain their comfort level in all weathers without taking 'layers' on and off. A fleecy-lined collar provides additional comfort, while the renowned Páramo hood design means one enjoys a good field of vision even while staying protected from the cold and wet.

John Aitchison, wildlife cameraman, says of the new Halcon Jacket that he field-tested, "I have been wearing it for the last few weeks and have been able to give it a really good test in torrential wind-driven Scottish rain, which is a match for rain anywhere in the world. The jacket performed superbly. Not a drop of water came in and, as it also protected me from the wind, I was warm as well. The new handwarmer pockets are a brilliant addition as is the softer collar. I checked the external pockets and they were bone dry as well. I am particularly impressed with the design of the hood, having the draw string tightening behind and in the protection of the wire-rimmed peak, stops any water which runs off your head from ever coming close to entering the hood."

Joe Cornish, landscape photographer was also impressed with the Halcon, "As zip front jackets go, Halcon is the Swiss Army knife! There are pockets for everything, including zippable hand-warmer pockets. The neck-warming collar and hood is superb, and, as with all Páramo garments, the fit and finish of the fabric is impeccable. Being wind and waterproof while still highly breathable make it perfect for active use in our weather, while the generous cut gives ample space for an insulating layer beneath while waiting for the light to change on a winter day. A fantastic all-rounder."

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For each Halcon bought Páramo will be donating a sapling to Scottish conservation charity, Trees for Life to help in their restoration of the Caledonian Forest. This 'Buy one, get one tree' concept has proved very worthwhile, with Pájaro Jacket sales contributing significantly to the reforestation programme. Kerrigan Bell, Trees for Life Marketing Manager said, "We're very grateful to Páramo for extending their offer of planting a tree to the new Halcon Jacket. So far, the many hundreds of trees planted for Pájaro customers in the Scottish Highlands have helped both to restore the Caledonian Forest and to create an important habitat for many endangered species including the black grouse and capercaillie. The launch of the Halcon hopefully means these saplings will be joined by many, many more!"

Visitors to the Rutland BirdFair will be the first able to see and buy the new Halcon Jacket - from the Páramo stand situated in Marquee 4, stands 69-71. This, the world's largest bird fair, held at Egleton Nature Reserve, Rutland Water from 21-23 August, is the perfect arena for the Halcon's launch. Also on the stand will be the full Páramo range of wildlife watching garments and a display relating to Páramo's special relationship with Trees for Life, to celebrate the charity's 20th birthday this year. There'll be more information and images too regarding Páramo's carbon-offsetting with the World Land Trust and the projects supported by the Aspira Fund which, using proceeds from sales of Páramo's Andy Rouse Wildlife Photography range of garments, has benefitted research and conservation projects worldwide from capercaillie to tigers.

Wildlife and outdoor photography enthusiasts can now buy Páramo online – the new 'Naturally Páramo' website at naturallyparamo.co.uk offers the whole range of Páramo in muted colours and gives the opportunity to learn more about how Naturally Páramo garments combine unrivalled performance with consideration for the environment and ethical production.