



The Pájaro Jacket from Páramo – Buy One Get One Tree!

A flippant advertising line from Páramo embodies a serious intent – for every Pájaro jacket purchased, Páramo will donate sufficient money for Trees for Life to plant a sapling in the Caledonian forest. At the same time, the purchaser gets a jacket that will outlast most other waterproofs, keeping the wearer dry and comfortable in the outdoors for years to come, and designed with a country lifestyle in mind.

Many outdoor enthusiasts and countryside professionals will welcome the opportunity to invest in a jacket that will keep them dry and warm and give them the pocketing they need, but also make a positive contribution to the environment that they love.

The Pájaro Jacket from Páramo offers some unique environmental and ethical benefits:

- For every Pájaro swingtag returned, Páramo will donate for **Trees for Life** to plant a sapling in the Caledonian Forest in Scotland – reducing the ‘carbon footprint’ of the jacket **and** ensuring habitats for a huge range of once native wildlife species, such as beavers, wild boar, brown bears, moose, lynx and wolves. The Caledonian Forest once covered much of the Scottish Highlands, however, after a long history of deforestation, less than 1% of the original forests survive. Since 1989, Trees for Life have planted over half a million native trees. The long term goal is to restore the Caledonian Forest to 600 square miles in the north-central Highlands.
- The Pájaro jacket uses unique Nikwax Analogy fabric for superior performance. It mimics mammal fur in its action to shed water more effectively in all conditions. Of crucial importance, Analogy offers longevity backed with a lifetime guarantee and renewability of waterproofing using environmentally-friendly Nikwax aftercare. There’s no laminates or coatings to break down or be punctured. The Pájaro can be repaired and revitalised to give years of service.
- What’s more, every sale of a Páramo jacket benefits ‘at risk’ women in South America. In 1992, Nick Brown established Páramo’s production facility in Bogotá, Colombia. Working with the Miquelina Foundation, this provides valuable skills and employment to women seeking an improvement in their lives. Páramo’s cooperation with Miquelina has helped thousands of women and children in very practical ways with housing, a kindergarten and a canteen.

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The Pájaro offers distinctly comfortable advantages to the wearer too:

- Nikwax Analogy not only keeps the weather out but removes perspiration more effectively than other fabrics, whatever the humidity or temperature. The countryman can trek energetically up to a hide but avoid post-exercise chill and dampness having reached their chosen spot and come to a halt. Both soft-shell and conventional breathable fabrics can only cope with around 20% of the sweat produced when working hard, while the Pájaro will pump away all of it.
- The Pájaro features the renowned Páramo hood – a fully adjustable hood with a wired peak, which moves when the wearer does, so as not to obscure one's view.
- The Pájaro comes with intelligent ventilation options too – the two-way reverse zip with internal storm flap allows easy venting with upper arm vents positioned to actually make a difference.
- The jacket offers generous pocketing to easily transport an array of items whether for a birdwatching expedition, a wildlife or landscape photography excursion or when working in the outdoors. Two very roomy external secure breast pockets can easily hold maps or guides, while the two bellows pockets can be used for hand warming or further supplies. There's also a secure internal breast pocket for valuables.
- Finally, the Pájaro comes in moss with a new muted arm logo to blend in on the hillside. It is available in both a specific male and female fit.

Notes to Editors

1. For more press information or further images please contact the Marketing Team on 01892 786447 or email Catherine.Whitehead@paramo.co.uk, Fiona.Park@paramo.co.uk or Helen.Oxley@paramo.co.uk
2. **Trees for Life** is a conservation charity dedicated to the regeneration and restoration of the Caledonian Forest in the Highlands of Scotland. Their vision is to restore a wild forest as a home for wildlife and to fulfil the ecological functions necessary for the wellbeing of the land itself. Restoration of the Caledonian Forest is helping to bring this land back to health and balance, but also has global relevance, providing a model for similar projects in other countries. www.treesforlife.org.uk
3. The Pájaro Jacket is available in Moss, for ladies (in XS, S, M, L and XL), and men (in S, M, L, XL and XXL). Recommended retail price is £250. Average weight: Ladies' 835g, Men's 885g.
4. Páramo Directional Clothing Systems is at Unit F, Durgates Industrial Estate, Wadhurst, East Sussex, TN5 6JL.
5. Every Páramo jacket sold benefits 'at risk' women in South America. In 1992, Nick Brown established Páramo's production facility in Bogotá, Colombia. Working with the Miquelina Foundation, this provides valuable skills to women seeking an improvement in their lives.
6. Páramo's dedication to continuous innovation to achieve comfort and performance for Páramo wearers runs alongside our commitment to ethical manufacturing **and** to environmental protection.