

Páramo Release
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Classic Katmai Shirt in new textured Parameta® A fabric – great for English summers!

A new ultra-comfortable fabric joins the Parameta® A collection of rapid evaporation fabrics designed for warmer weather and travel. The newest arrival is ideal for the English summer hill walker and the adventurer in temperate regions. It keeps the wearer cool and protected in the sun, feeling really comfortable next to the skin as it wicks perspiration away without feeling clammy, and offers 50+ SPF equivalent protection, blocking virtually all harmful UV rays. The addition of stretch makes this a really easy shirt to wear for all activities.

All Páramo's Active Travel wear is designed for adventurous warm weather treks and travels, and has been tested all over the globe. The Parameta A fabric comes in a number of weights offering different functions for the traveller, but all offer rapid evaporation for cooling, sun protection, practical pocketing and are easy care. For example, the Katmai Light uses ultra-lightweight Parameta A ideal for tropical climates when keeping cool is essential and where biting insects can be a significant issue. In contrast, the newly introduced textured Parameta A still wicks perspiration and moisture away very effectively, but with a less pronounced cooling effect. It reduces pooling of perspiration and the texture further minimises any feeling of clamminess on the skin, while continuing to provide UV protection. The fabric's stretch adds to the comfort and the ease of movement.

Initially, this fabric has been used in the Men's Katmai Shirt, a classic long-sleeved travel shirt with generous pocketing – including a hidden and secure passport-sized 'compartment' within one of the two chest pockets. This is a shirt for striding on the Lakeland fells in the sunshine (and showers) as well as exploring the temperate regions of the globe in warm weather. The full collar and long sleeves provide excellent protection from the sun, and make for a shirt smart enough for more formal occasions. In Dark Grey and Moss, practical colours for travel and nature-watching, this is a really easy care travel shirt – quick to wash and very rapid to dry.

Notes to Editors

1. For more press information, for images or to try the new Katmai, please contact the Páramo Marketing Team on 01892 78 6447 or email marketing@paramo.co.uk. Contacts are Catherine Whitehead, Helen Oxley, Fiona Park and Martha Brown.
2. Men's Katmai Shirt is available in Moss or Dark Grey in sizes S – XXL. Average weight: 316g. RRP £52. The Katmai is available initially via the online portal in the growing number of Páramo Partners retailers and from the Páramo websites.
3. Páramo Directional Clothing Systems have been based in Wadhurst, East Sussex since their inception in 1992. They are part of the Nikwax Group.