

July 2010

Páramo scoops Ethical Consumer 'Best Buy' award

This month Páramo Directional Clothing Systems was awarded the coveted 'Best Buy' award from Ethical Consumer magazine within their 'Fleece' and 'Waterproof' categories – and was the only company receiving this recognition. The magazine which featured a 16-page 'Outdoor Gear Special' in their July/ August 2010 issue is an indispensable read for the ethical and green shopper, or any independent thinker. It tells the truth behind the products that outdoor enthusiasts buy and the companies that they buy from, with detailed buyer's guides, news, in-depth features, opinion and comment.

Ethical Consumer's 'Best Buy' label is a unique accreditation schemes in two key ways. Firstly, it is an invitation-only scheme and secondly, Ethical Consumer's unique scoring system rates the environmental, ethical and social record of the companies behind the products. Plus, the scoring system looks at the sustainability features of the product itself, giving consumers the broadest ethical picture. Using the Ethical Consumer's extensive database, researchers rate both the product and the company behind the product against more than 20 animal welfare, environmental and human rights criteria. Based on these findings they identify and recommend a number of environmental and ethical 'Best Buy' products.

Páramo's MD, Nick Brown, said of the latest accolade, 'I am absolutely thrilled with the news. From the outset we made the decision to produce ethically with the Miquelina Foundation in Colombia and to provide the outdoor enthusiast with performance gear that lasts for years and years. Why would anyone passionate about the outdoors not care about the environmental impact of their kit? Our commitment to reducing our resource use and waste as well as investing in carbon offsetting and conservation schemes is central to the company's ethos and future.'

This 'ethical' recognition for Páramo follows shortly after *walk* magazine readers voted Páramo 'Best Walking Trousers', 'Best Waterproof Jacket' and 'Best Overall Walking Brand' in the annual *walk* reader awards in March this year. *walk* is the members magazine for the Ramblers.

The combination of the Ethical Consumer and *walk* awards demonstrates that outdoor enthusiasts and professionals need not compromise on performance and comfort when looking for ethically produced and environmentally conscious outdoor gear.

For more information on the report, visit www.ethicalconsumer.org or www.paramo.co.uk - alternatively, outdoor users can talk directly to the Páramo Team on 01892 786444.

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Notes to Editors

1. For more press information or images, please contact the Páramo Marketing Team on 01892 786447 or email marketing@paramo.co.uk. Contacts: Catherine Whitehead, Helen Oxley & Fiona Park.
2. More information on the entire Páramo range can be found at www.paramo.co.uk.
3. All Páramo waterproofs and base layers are manufactured ethically, benefitting 'at risk' women helped by the Miquelina Foundation in Bogotá, Colombia in South America.
4. Páramo waterproofs do not rely on membranes, coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax Waterproofing.
5. For more information on how Páramo minimises its effect on global climate change by investing in carbon offsetting and conservation schemes and reducing carbon emissions contact the Páramo Marketing Team on 01892 786447.