

Páramo fly high with launch of new Halcon Jacket



Since the successful introduction of their Pájaro Jacket in 2006, Páramo has been inundated with requests to increase their country range of clothing. Working with outdoor professionals, the Halcon has been developed to give even greater comfort in the outdoors. This deluxe jacket, launched at the August 2009 BirdFair, offers all the advantages of Nikwax Analogy waterproofing, with nine pockets inside and out to cater for the committed wildlife observer and country pursuits enthusiast. 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, provided feedback on the new Halcon Jacket that he field-tested, *"I have been wearing it for the last few weeks and given it a really good test in torrential wind-driven*

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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 am particularly impressed with the adjustable design of the hood and the protection of the wire-rimmed peak.

Simon Barr, Sporting Rifle contributor, was also impressed with the Halcon's performance...

"The weather was disgusting; I was stalking a moorland area near a wind farm so it was incredibly exposed. The rain was coming at me sideways so it was a perfect chance for me to test the Halcon Jacket. It was so miserable I wore the Taiga fleece underneath to keep me warm. I didn't have the trousers to hand as I had stupidly left them back at the lodge. Upon returning my top half was totally dry and warm - the rest of me was not! I was very pleased with the overall feel of both Páramo items, they felt rugged enough to deal with the really tough weather but light and flexible enough that meant I could concentrate on my stalking."

For each Halcon bought Páramo will donate a sapling to Scottish conservation charity, Trees for Life to help 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 arrival of the Halcon hopefully means these saplings will be joined by many, many more!"

Wildlife and country enthusiasts can also 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.

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Notes to Editors

1. For more press information or further images please contact the Páramo Marketing Team on 01892 78 6447 or email Catherine.Whitehead@paramo.co.uk, Fiona.Park@paramo.co.uk or Helen.Oxley@paramo.co.uk
2. The Halcon Jacket is available in Men's and Ladies' versions XS-XXL. It is available online via the new Naturally Páramo website at www.naturallyparamo.co.uk, or via Naturally Páramo stockists throughout the UK. RRP £291
3. Páramo garments are manufactured ethically, benefiting 'at risk' women helped by the Miquelina Foundation in Bogotá, Colombia in South America.
4. Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax Waterproofing.
5. For more information on Trees for Life visit www.treesforlife.org.uk