



Páramo develops 'Mountain Pro' scheme, with a range of garments for Mountain Rescue and mountain professionals

Páramo Directional Clothing Systems have worked with Mountain Rescue Teams and outdoor professionals to develop a specialised 'Mountain Pro' garment range. This high spec line-up for men and women offers additional benefits for professional users, who place heavy demands on their chosen outdoor clothing. It also enables them to achieve continuity in garment colours and styles over time without having to make a heavy investment in kit. Garments can be ordered in small quantities or even as one-offs for new team members with no price penalty and with confidence that the same garment specification will be supplied. Páramo have already received significant interest in the range, with orders for a number of MR teams and individuals.

Since its earliest days, Páramo has encouraged feedback from Outdoor Instructors and Rescue Team members in developing fabrics and designs – and this will continue to focus future development of 'high activity' garments. Likewise, outdoor professionals were the first to fully appreciate the unique advantages of Páramo. The **Mountain Pro** range comes from feedback from such individuals and teams – both in the design of the garments and in recognising their need for continuity across small orders without making a significant investment in garments.

The **Mountain Pro** launch starts with five garments, with options for men and women. All are waterproofs, offering the renowned performance of Nikwax Analogy fabric:

- All weather protection combined with the acknowledged breathability that comes from Directionality which removes concerns about post exercise chill;
- Softness and quietness so garments can be worn all day (and all night) without discomfort;
- Longevity, with renewable waterproofing in the washing machine using Nikwax aftercare, and repairability – so Páramo garments outlast other waterproofs, a significant benefit for professionals.

The Mountain Pro garments:

- Men's Aspira Pro Jacket
- Men's & Ladies' Aspira Pro Smock
- Men's & Ladies' Mountain Pro Trousers

The Smocks and Jackets offer the most durable weight of Nikwax windproof outer to maximise

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abrasion resistance. They provide intelligent ventilation options for optimum temperature control plus excellent pocketing. Mountain Pro garments have extra reflectivity built in as standard, with reflective strip both front and back, on the hood and on the collar when the hood is tucked away. Garments can be badged for particular teams or groups if appropriate.

The legwear is fully waterproof with $\frac{3}{4}$ length side zips for easy venting, fixed broad braces for comfort, and hard wearing patches on seat, knees and ankles for extra protection and durability across a wide range of activities.

The Mountain Pro range is available to all mountain professionals including Search & Rescue and Mountain Rescue Teams, AMI members, HM forces and the Security Services. Already, takers include Dartmoor Rescue Group - Tavistock Section, Co Mayo MRT, Derby MRT, Calder Valley SRT and East Sussex Fire and Rescue Service. More details, garment specs and prices are available from the Páramo Contract Team.

These garments available to members of Páramo's **new Mountain Pro scheme** which recognises the requirements of the increasing number of individuals working outdoors who need the highest quality kit backed up with personalised customer service. All scheme members receive:

- A significant reduction on all garments in the Páramo range bought direct from Páramo;
- A reduced threshold for free postage and packing;
- Mountain Pro loyalty points on all non-promotional purchases to gain further reductions on future purchases;
- Personal support and technical advice from a dedicated and experienced Páramo team, with a VAT receipt for all purchases;
- Early information on new product releases and developments from Páramo;
- The opportunity for direct feedback to Páramo Range Management, with selected individuals invited to take part in product development and testing;
- Invitations to specialist events, such as promotional evenings, with the opportunity to meet and network with other mountain professionals and personalities;
- Information and special offers on products and services from other relevant companies.

Mountain professionals in the UK interested in applying to join Páramo's Mountain Pro scheme can download a membership application at www.paramo.co.uk/mountainpro or talk to Páramo Direct & Contract Sales Team on 01892 786446 or by email at directsales@paramo.co.uk to receive more information.

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Notes to Editors

1. For press information or further images please contact the Páramo Marketing Team on 01892 786447 or email marketing@paramo.co.uk. Contacts are Catherine Whitehead, Helen Oxley & Fiona Park.

2. For more details on the Mountain Pro garments and contract sales contact the Páramo Contract Sales Team on 01892 786446, or email contract.sales@paramo.co.uk. Contacts are Alex Beaumont & Jodie Marshall.
3. The Páramo Mountain Pro garments are manufactured ethically, benefitting 'at risk' women helped by the charitable 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.

Men's Aspira Pro Jacket



Men's Aspira Pro Smock



Ladies' Aspira Pro Smock



Men's & Ladies' Mountain Pro Trousers

