

May 2011

NEW MEN'S QUITO WATERPROOF TROUSERS: PUT ON WITHOUT TAKING YOUR FEET OFF THE GROUND!

Innovative and versatile, the new Men's Quito trousers from Páramo are the perfect addition to any outdoor wardrobe. With a unique and straightforward zip-on/zip-off construction, the Quito trousers weigh only 425g and are extremely packable, giving really practical waterproof legwear.

For the unexpected spring or summer shower or just when the temperature drops, these trousers can be put on or taken off extremely easily without removing footwear, without balancing on one foot or having to perch on wet ground – making it not only easier and quicker but safer too.

Greg Care, Páramo's Head of Design, says *"The pioneering construction of the Quito Trousers allows practical removal and replacement without taking your feet off the ground. Unlike competing lightweight waterproofs which only come out of your pack when it's raining, these trousers can be worn comfortably as soon as the temperature begins to fall or the breeze gets up as well as in rainy conditions"*.

Following three simple steps the trousers can be put on over shorts, crops or other trousers:

1. buckle belt at waist
2. engage hook and loop tabs
3. engage zips

Fully waterproof, windproof and uniquely Directional*, these trousers are the newest addition to Páramo's 'fast and light' range using Nikwax Analogy® light fabric. Since the fabric's introduction in 2009, it has become a favourite of outdoor enthusiasts for its minimal bulk and weight combined with Analogy protection and performance, removing perspiration much more effectively than other waterproofs.

Other intelligent features include temperature control via full length forward-positioned zips; articulated knees for freedom of movement; two handwarming pockets at waist level and an adjustable webbing belt.

*Páramo waterproofs actually *DIRECT* liquid water and water vapour to where it's needed, meaning the wearer stays more comfortable whatever the weather conditions.

LADIES' VELEZ ADVENTURE LIGHT SMOCK - NEW COLOURS

With two new vibrant colours in the Ladies' Velez Adventure Light Smock, Foxglove and Fire, Páramo are brightening up the summer season. Added to the current Black, Dolphin and Fir these two new choices are ideal for those women who want to stand out from the crowd.

continued...

continued ...

Combining a contoured fit with 19% less weight than the Velez Adventure, this Smock is effective for a huge range of activities when every ounce counts. A large front pocket provides storage for maps, snacks and accessories and a fixed hood offers excellent adjustability and protection. The renowned Páramo's front twin zips allow ventilation when needed.



Men's Quito Trousers



Ladies' Velez Adventure
Light Smock (Fire)



Ladies' Velez Adventure
Light Smock (Foxglove)

ends

NOTES TO EDITORS

1. For more press information, for images or to try any of these garments, please contact the Páramo Marketing Team on 01892 78 6447 or email marketing@paramo.co.uk. Contacts are Catherine Whitehead, Helen Oxley and Fiona Park.
2. Men's Quito Trousers are available in Black in sizes S – XXL. Average weight: 425g. RRP £145. They are available initially via the online portal in Páramo Partners retailers and the Páramo websites.
3. Ladies' Velez Adventure Light Smock is available in Dolphin, Black, Fir, Foxglove and Fire in sizes XS-XXL. Average weight: 575g. RRP £200.
4. Páramo Directional Clothing Systems have been based in Wadhurst, East Sussex since their inception in 1992. They are part of the Nikwax Group.
5. Páramo waterproof garments and baselayers are manufactured ethically, benefitting 'at risk' women helped by the charitable Miquelina Foundation in Bogotá, Colombia in South America. Páramo was the only outdoor clothing company named a Best Buy in Ethical Consumer magazine's review of outdoor gear.
6. Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax aftercare.