

Páramo Release  
April 2008

**NEW SEASON, NEW STYLES,  
NEW FABRICS FROM PÁRAMO**

**DESIGNED TO ACCOMPANY YOU ON GLOBAL TRIPS OR URBAN ADVENTURES**



Namibia Jan'08

Embarking upon the season with two awards in their pockets, Páramo Directional Clothing Systems introduce their new **Ladies' and Men's Cargo Trousers** to their Trek & Travel range.

Recently voted 'Brand of the Year' by outdoorsmagic.com and second best overall brand by WALK magazine, Páramo's MD Nick Brown said: *"We are delighted to accept the outdoorsmagic.com\* and Walk magazine awards\*\* and are very grateful to all Páramo customers who have trusted us over the years. Back in 1992 when we started this adventure we set out to change the face of the foul weather. We are now doing the same with warm weather gear".*

With superior UV protection (UPF 50+) and a dense fabric weave to defend against biting insects, the new **Ladies' and Men's Cargo Trousers** provide secure storage via numerous compartments: 2 rear zipped pockets (for passport/credit cards), 2 front 'jean style' pockets and 2 large side pockets with an external pouch big enough to take a small map. Carrying outdoors essentials could not be easier and safer.

The versatile Men's Maui Cargo Trousers and Ladies' Asacha Cargo Trousers are made from the cool and comfortable Parameta<sup>®</sup> A fabric and benefit from a relaxed fit which won't lose its shape even when the pockets are full.

For 2008, Páramo have a choice of 3 Parameta<sup>®</sup> A fabric weights:

- **Parameta A<sup>®</sup>** - Our original, classic weight - 100% Polyester. Perfect for short/long term travel to hot climates whether for work or pleasure.

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- **Parameta® A Cotton+** - (available in Men's Maui Trousers and Katmai Shirt) is a blend of cotton with modern synthetics - providing a rugged comfort which is ideal for bushcraft activities, bush walking, bird watching and photography. Still cool and comfortable and still providing UV protection.
- **Parameta® A Light** - (available in all Páramo Trek & Travel Shirts) provides an ultra cool option for the hottest climates - 100% polyester they are very lightweight, very quick drying and optimising every last drop of perspiration.

The new **Páramo Summer Cap** - another new product for the season - brings all the advantages of Parameta® A protection to headwear. Long requested by customers, the Páramo Summer Cap has been carefully thought-out to provide head protection in the warmest of climates and benefits from a deep brim (darkened underside) to reduce glare and a foldaway neck protector ensuring vital protection from the sun.

Whether you are trekking in the rainforest, on a gap year, sightseeing, on safari, or scaling the native hills and fells in an English summer, Páramo's new summer designs provide stylish protection from the elements in a variety of innovative fabrics.

## Ends -

### Notes to Editors

\* In March 2008 **Páramo** was voted **Best Clothing Brand** [www.outdoorsmagic.com](http://www.outdoorsmagic.com), one of the most respectable websites in the outdoors world.

\*\* 2008 Walk Readers Awards chosen by members of the Rambler's Association voted Páramo as Second Best Overall Brand in the outdoors clothing market.

1. For more press information or further images please contact the Marketing Team on 01892 786 447 or email: [Fiona.Park@paramo.co.uk](mailto:Fiona.Park@paramo.co.uk) or [Helen.Oxley@paramo.co.uk](mailto:Helen.Oxley@paramo.co.uk)
2. Our latest catalogue is available online, please follow the link [http://www.paramo.co.uk/cmsdata/Downloads/cat/Trek\\_travel\\_08\\_4.1MB.pdf](http://www.paramo.co.uk/cmsdata/Downloads/cat/Trek_travel_08_4.1MB.pdf)
3. Every sale of a Páramo garment benefits 'at risk' women in South America. In 1992 Nick Brown established Páramo's production facility in Bogotá, Colombia. Working as part of a social program with the Miquelina Foundation, this provides valuable skills to women seeking an improvement in their lives. <http://www.paramo.co.uk/en-gb/aboutus/manufacturing.php>

GARMENT	FABRIC	WEIGHT	RRP
Men's Maui Cargo Trousers	Parameta® A	410g	£55
Men's Maui Cargo Trousers	Cotton +	479 g	£55
Men's Maui Cargo Shorts	Parameta® A	310g	£25
Ladies' Asacha Cargo Shorts	Parameta® A	290g	£45
Ladies' Asacha Cropped Cargo Trousers	Parameta® A	350g	£55
Páramo Summer Cap	Parameta® A	70g	£22