

ETHICAL SUSSEX COMPANY WINS COVETED TOP RAMBLERS AWARD - SECOND YEAR IN A ROW

Páramo Directional Clothing Systems, an outdoor clothing company based in Wadhurst, East Sussex that has been producing innovative and ethically manufactured gear for the past 19 years, has been voted the BEST OVERALL WALKING BRAND in the walk magazine Reader Awards 2011. The Awards are voted for by the 120,000 members of the Ramblers' Association who are encouraged to nominate their most trusted brands in clothing and equipment via their magazine, walk.

Páramo was also recognised in three different categories: *Gold* in Best Waterproof Jacket, *Gold* in Best Base Layer and *Gold* for Best Mid Layer. Since the introduction of the awards in 2005, Páramo has consistently featured in the top three brands across all the clothing categories. This is the second year in a row that the company has been voted Best Overall Walking Brand, recognition of both the quality and performance of the walking garments the company produces and the loyalty of Páramo users to the brand. Páramo was voted ahead of global brands such as North Face and Berghaus.

Nick Brown, Páramo's MD commented "*I am absolutely delighted that Páramo has been recognised again by the Ramblers members in the walk annual awards. This reflects the energy, innovation and dedication of our small UK design team, combined with the high quality of manufacture provided by our South American partners, the Miquelina Foundation. We are delighted to be able both to keep walkers comfortable and safe, plus also to help out the less privileged people who make up our Colombian workforce*"

The award was presented to Páramo by journalist and Ramblers Vice-president, Janet Street-Porter, on 13th January at the Outdoors Show, London ExCel.

This Spring, Páramo will be launching 15 styles across the whole range of outdoor clothing: from our first **lightweight** ladies' jacket with very female-friendly styling, to new ultra-cooling and protective travel shirts and trousers, new high performance baselayers in technical and classic styles and the Halcon waistcoat for wildlife watchers, photographers, travellers and fieldworkers.

Páramo's sister company Nikwax was awarded 'Best Other Walking Product' and Páramo retailer Whalley Warm & Dry, a family run business in the Trough of Bowland in Lancashire, was named 'Best Independent Outdoor Retailer'.

Páramo now has a dedicated showroom in Wadhurst to showcase its whole range of outdoor clothing. Six months after opening, the Páramo Showroom is becoming a local focal point for outdoors enthusiasts and professionals in the area as well as relevant clubs and societies. Open every Saturday from 9 am to 4 pm and for special occasions or by appointment, the showroom represents the only dedicated display of the full award-winning Páramo range outside of London.

Notes to Editors

- For more press information or further images please contact the Marketing Team on 01892 786 447 or email marketing@paramo.co.uk. Pictures of the award ceremony are available on request.
- The Páramo Showroom is located at Unit B, Durgates Industrial Estate, Wadhurst, East Sussex, TN5 6DF telephone number 01892 786444 (weekdays) or 01892 786430 (Saturday only). Alternatively email directsales@paramo.co.uk to make an enquiry. Páramo welcome enquiries from individuals and from clubs or societies.
- Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax Aftercare product.
- All Páramo waterproofs are manufactured ethically by the charitable Miquelina Foundation in Bogotá, Colombia.