

FOR IMMEDIATE RELEASE

## Stormtech Goes PFC Free for Spring 2018 Collection and Beyond

**January 23<sup>rd</sup>, 2018 (Vancouver, BC)** - Stormtech, a global leader in offering thoughtfully-designed apparel, bags and accessories for the promotional product and retail markets, is pleased to announce that beginning with the new Spring 2018 collection, they have eliminated environmentally-harmful perfluorinated carbons (PFCs) from their water repellent apparel products.

As an outdoor clothing brand that is at its best in nature, Stormtech is committed to sustainability and protecting the natural environment.

PFCs are a group of manufactured compounds that are widely used in the chemistry for water repellent finishes of high performance outerwear, to achieve a breathable fabric that is water/oil repellent.

All new DWR-treated products in the Spring 2018 collection are PFC-free:

- Ozone Lightweight Shell & Vest - APJ-2 & APV-1
- Tradesmith Jacket - CWC-3
- Nautilus Insulated Jacket & Vest - KXR-1 & KXV-1
- Nautilus Quilted Jacket - QX-1
- Octane Lightweight Shell - NW-1
- Neutrino Shell - NS-1
- Warrior Training Jacket & Pant - STXJ-2 & STXP-2
- Torrent Snap Fit Poncho - SRP-2



“We partnered with fabric mills and garment factories to find alternative, breathable water repellent treatments that are PFC-free without sacrificing performance of our materials,” said Blake Annable, President & CEO of Stormtech. “Together with our suppliers, we have selected the best fluorocarbon-free technologies that have proven reliable on our materials, as not every technology functions the same on each fabric,” continues Annable.

Recent studies have shown that PFCs have the potential to cause environmental and health issues, with many industry leading brands making strides to move away.

Stormtech has undertaken this transition voluntarily and will expand their commitment into the Fall 2018 collection, with all outerwear fabrics becoming 100% PFC-free. Furthermore, by the year 2020,

Stormtech will manufacture its entire collection PFC-free. This includes those incorporating H2XTREME, Stormtech's proprietary waterproof technology.

To view for the new Spring 2018 Collection, please visit:

[www.stormtech.ca](http://www.stormtech.ca) | [www.stormtechusa.com](http://www.stormtechusa.com) | [www.stormtech.eu](http://www.stormtech.eu)

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For distinctive organizations who demand thoughtfully-designed gear and apparel, Stormtech is a resourceful partner. Helping teams unite and excel for over 40 years.

Careful thought and purpose go into designing every detail and every Stormtech product. Technical fabrics and components are carefully selected for specific applications and incorporated into cutting-edge designs, which are both highly functional and fashionable for both the retail and corporate markets.

Today, the company develops its wide variety of products for over 10,000 distributors in more than 40 countries. Stormtech's International Head Office is located in Vancouver, Canada with offices internationally in Toronto, New York, London, and Brisbane. Please visit [www.stormtech.ca](http://www.stormtech.ca) for more information.

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