

## Patagonia Regulator® Wetsuit wins the



## Special Prize for Ecological Innovation!

The 2006 Innovation Competition held by the European Boardsports Industry Manufacturers Association, **EuroSIMA**, awarded this year the Patagonia Regulator® Wetsuit with the **“Special Prize of the Jury for Ecological Innovation”**. The competition theme focused on accessories directly connected to surfing, skateboarding, and snowboarding. The jury, consisting of representatives of various governmental business, environment & technology agencies, environment groups & media, met on September 15 to review all nominated products and select the winners.

While three financial prizes in each of the categories “Technological Innovation” and “Ecological Innovation” went to smaller businesses, the purely honourable “Special Prizes of the Jury” went to Quiksilver, for its tide watch “The Deep”, and to Patagonia, for its new “Regulator® Wetsuit”.

“In choosing the Regulator® Wetsuit for the *Special Prize for Ecological Innovation*, the jury acknowledged Patagonia`s exceptional efforts and leading example in the development of an environmentally friendly wetsuit technology, “ says Franck Laporte, EuroSIMA`s executive manager.

Hervé Chabert, GM of Patagonia Europe commented: “Even though we are not distributing Surf Equipment in Europe yet, we are proud to receive this award!! I like the idea to be an inspiring underground player in this highly competitive market!”

The new Patagonia Regulator® Wetsuits are warm, dry quickly and are durable & environment friendly. The new combined merino wool/Regulator®/neoprene technology is currently undergoing applications for US and international patent.

The award ceremony takes place Friday, 28<sup>th</sup> September 2006, at the legendary Watermen`s Ball gala event in Bayonne, France.

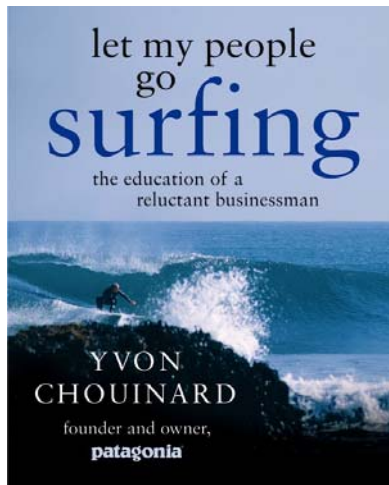
### **PARTNERS OF THE COMPETITION**

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- Regional Council of Aquitaine
- Boardsports Local Productive System (SPL)
- ESTIA Innovation (Technological Transfer Centre)
- University Victor Ségalen of Bordeaux 2
- French Agency for Innovation (Oséo Anvar)
- French National Institute for Intellectual Property (INPI)
- French Agency for Environmental and Energy Management (ADEME)

## PATAGONIA AND SURFING...

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Surfing has been deeply rooted in the history of the company since the very early days of "Chouinard Equipment": Patagonia founder and owner, Yvon Chouinard, was torn between the life of a climbing dirtbag or a surf bum, so he lived and travelled constantly between Camp 4 in the Yosemite Valley and the beaches of California. Surfing until today almost every day, and creating the slogan "Let my people go Surfing", it was Chouinard's dream to build a wetsuit which combines the technological knowledge and the environmental commitment that Patagonia proudly stands for. After years of research and intense development of new materials, after extensive lab and field-testing, Patagonia presented the first wetsuit in April 2006 at the Patagonia Ocean Store in Shibuya, Tokyo, Japan.

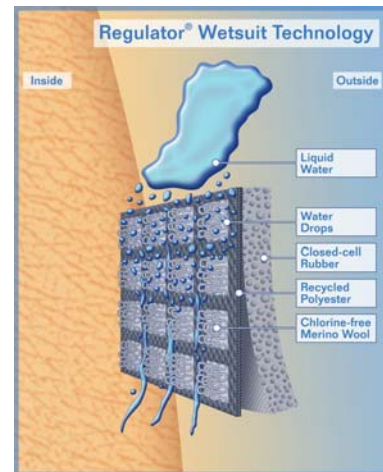
### THE PRODUCT

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Product name: M's / W's Regulator® Wetsuit 3mm

Outer Fabric: Neoprene Fine Mesh  
DWR (Deluge® Durable Water Repellent finishing) treated jersey  
Polyester abrasion-protection

Lining:  
72% Regulator fabric made from recycled polyester  
25% Slow Wash treated chlorine free Merino Wool  
3% Spandex



### WHAT MAKES THE PATAGONIA WETSUIT SPECIAL?

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**Outer Fabric Neoprene:** Most neoprene is made almost entirely from petroleum-based ingredients. Patagonia wetsuit neoprene is made *from 80% non-petroleum based ingredients*, which decreases the dependency on the limited resource petroleum. The neoprene rubber used for Patagonia Wetsuits has a 98% higher closed cell ratio than other suits, which adds dead air space and with it, warmth.

**Abrasion & shock protection:** In order to protect the neoprene from abrasion, normally Nylon is used. Patagonia uses *recycled polyester*. The kneepads are made with *silicone*, instead of *environmentally damaging PVC*.

**Lining:** Patagonia developed a new lining fabric by combining our technical Regulator fabric with chlorine free Merino Wool:

#### **Regulator® lining advantages:**

- made from *recycled polyester* (*new & patented*: recycled on a molecular level which yields virgin quality material. This process is used for the first time in the Patagonia alpine collection fall 06)
- provides excellent warmth
- interior fabric grid structure enhances compressibility
- wicks moisture quickly away from the skin

### **Merino Wool lining advantages:**

- the wool fibre provides superior warmth, even when wet
- treated without chlorine  
(*new & patented*: conventionally used Merino Wool is treated with chlorine to soften the fibre's surface for next-to-skin comfort, but chlorine is extremely polluting. Patagonia uses a patented Slow Wash process without chlorine, and without any other environmentally harmful ingredients. Secondly the conventional chlorine process destroys the wool fibres so much, that a resin coating is necessary afterwards to stabilize the fibre – with the Slow Wash process the fibre stays intact and natural. This process is used for the first time in the Patagonia alpine collection fall 06.)
- wool has a low thermal conductivity rate, with the effect, that the body temperature increases. So as a result the new merino/regulator lining provides long-term warmth and quick drying.

### **The best of the new Patagonia Regulator® Wetsuit: More warmth for less material!**

Our neoprene/lining package is 90% warmer than conventional nylon lined neoprene! With a 3mm thickness we obtain 5mm warmth, which not only provides less weight and increases movement flexibility – but makes it possible to *reduce the consumption of neoprene* at the same time, which means less consumption of natural resources!

### **The cleanest line - environment protection contributions at a glance:**

- neoprene: decreased dependency on the limited, green-house contributing resource petroleum
- abrasion resistance: recycled polyester (*patented process*)
- shock protection: Silicon is used instead of environmentally harmful PVC
- lining: recycled polyester (*patented process*)
- lining: chlorine free merino wool (*patented process*)
- lining: resin free merino wool (*patented process*)
- less neoprene for the same warmth! = less use of natural resources & less pollution!

The new environmentally friendly Patagonia Regulator® Wetsuit technology truly lives up to the company motto:

**“Build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis!”**

The new Patagonia Regulator Wetsuit is available at our Surf Store in Cardiff, CA, USA, and custom made for individual fit in Japan.

*Patagonia, with sales last year of \$267M, is noted internationally for its commitment to product quality and environmental activism. Its Environmental Grants Program has contributed over \$25M to grassroots environmental activists since the program began in 1985, and its Environmental Internship Program allows employees to work for environmental groups while receiving their full paycheck. Incorporating environmental responsibility into product development, the company has, since 1996, used only organically grown cotton in its clothing line, and was noted worldwide for using recycled soda bottles in many of its polyester fleece garments. Patagonia recently launched a closed loop garment-recycling program in order to give used garments a new life. [www.patagonia.com](http://www.patagonia.com)*