



**THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR**
Since 1992



Press Release

Buff® eco essential apparel and headwear

Date: February 3, 2012

Buff® Headwear was created to suit the needs of outdoor adventurers by protecting the wearer against sun, wind, cold or dust in ever changing weather conditions. For a brand so closely connected with the environment it will come as no surprise that the manufacturers, Original Buff SA (Spain), have a keen interest in preserving the great outdoor playground where its products are so well-loved.

Following the success of the 100% Merino Wool Buff®, sales of which raise funds for conservation projects through the EOCA (European Outdoor Conservation Association), it was a natural progression for Original Buff SA to introduce more environmentally friendly products into their ranges.

New additions to the 2012 collection are the 'Eco_Active' short sleeved t-shirts and the Infinity Wood Buff® Headwear. Both products are designed to cater to those who enjoy lower intensity activities such as trekking or hiking yet who demand performance clothing and equipment with a technical edge - without sacrificing style, or the environment.



The 'Wild' and 'Kowal' styles of men's and the 'Spring' and 'Climber' women's t-shirts use 'Eco_Active' fabric, which is made from recycled plastic containers, flaked and then spun into yarn, then woven into a fabric with a cotton-like feel. This 100% recycled polyester is a lightweight, breathable and highly comfortable fabric making it ideal for t-shirts.



The 'Eco_Active' t-shirts also feature flat-lock seams on shoulders for added comfort while using a backpack or hydration system and the Polygiene® treatment stops odour causing bacteria from settling into the fabric thus keeping the garment, and the wearer, fresher for longer.

Eco_Active Tees

Men's Wild and Kowal - £40.30

Women's Spring and Climber - £40.30

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Infinity Buff® is the first Buff® headwear product to be made from a wood derived fibre, called Tencel®. A type of Lyocell, Tencel® is made from Eucalyptus wood pulp from sustainably managed forests, is naturally irritation-free and has excellent moisture management properties. Tencel® can be recycled and is biodegradable.



At 75cm, Infinity Buff® is much longer than Original Buff® and has been designed for use during any outdoor or leisure activity but with an added touch of style and fashion. The incredibly smooth texture of the fabric makes it great to wear; it's super soft, will transport moisture away from the skin, is very strong when wet or dry, wrinkle resistant and can be hand or machine washed.

Infinity Buff® has much in common with the existing Buff® Headwear range, sharing key technical features such as extreme durability, high wicking ability and multi-functionality with the additional benefit of being naturally resistant to bacterial build up. Infinity Buff® can be worn around the neck with a single, double or even a triple turn, as well as a scarf, a sahariene, headband, hood or a hood/mask combo.

The range of Infinity Buff®, featuring plain, patterned and double sided models are designed to coordinate with the Eco_Active t-shirts.

Infinity Buff® - plain designs £23.00, patterned designs £26.00, double sided designs £41.00

For those environmentally conscious, active people who enjoy getting away from it all these new Buff® products will be essential basics to pack light for a short break.

All are available in March, 2012 and will be found at all good outdoor, cycle and motorcycle retailers or online - www.buffwear.co.uk

Ends

Notes to editors:

For samples of any Buff® multifunctional headwear, further information or images please contact Sarah Gowans on sarah@buffera.co.uk .

The 'How to wear' demo video can be seen here: <http://www.buffwear.co.uk/link-to-videos.htm>

Customised Buff® headwear can be created in any logo or design. Contact maria@buffera.co.uk for further information.

Buff® and the ways to wear icons are registered trademark properties of Original Buff SA

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