WAS IST 37.5® TECHNOLOGIE?

37.5 IST EINE TECHNOLOGIE, DIE NACHWEISLICH KOMFORT UND LEISTUNG STEIGERT.

DER WOHLFÜHLBEREICH

WARUM
DIE ZAHL
37.5?
Das ist der
Komfort
Bereich!
37.5% Die optimale relative Feuchtigkeit, bei der wir uns wohlfühlen und leistungsfähiger sind (30-45 %)
37.5°C die ideale Körper-Kerntemperatur, bei der wir uns wohlfühlen und leistungsfähiger sind

37.5
EIGENSCHAFTEN

ERWIESEN
Wissenschaftlich bewiesen, dass es Komfort und die menschliche Leistung verbessert

NATÜRLICH
einzigartige Leistungsmerkmale
«engineered by nature»

PATENTIERT
eine Erfindung aus den USA. Niemand sonst kann aktive Partikel in ein Polymergarn einbinden

PERMANENT
keine Oberflächenbehandlung, sondern eine in das Garn integrierte Technologie. Wäscht sich nicht heraus und bleibt dauerhaft wirksam

REAKTIV
reguliert das Mikroklima «on demand»

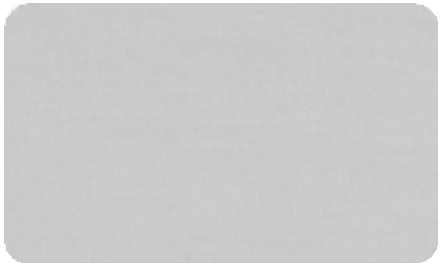
SICHER
Oeko-Tex®-Standard, unbedenklich für die Haut, hypoallergen (Hohenstein)

37.5® TECHNOLOGIE IM DETAIL

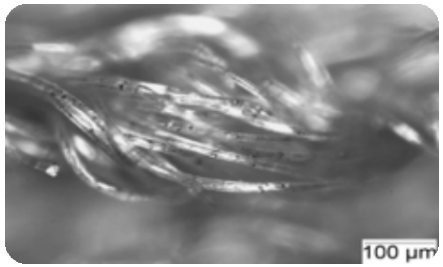
Stoffe mit der 37.5 Technologie haben mehr als 10.000 aktive Teilchen pro Hautporen.

Die aktiven Partikel warten darauf die Feuchtigkeit zu verarbeiten, noch bevor dieser zu flüssigem Schweiß wird.

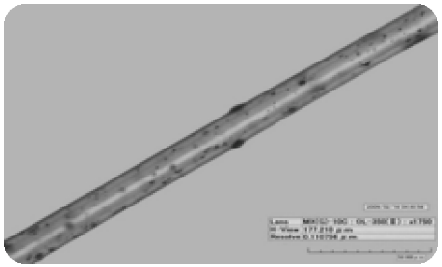
1. Stoffe mit der 37.5 Technologie sehen nicht anders aus als andere Gewebe.



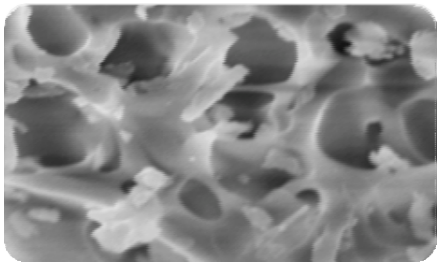
2. Vergrößerter Garnbündel - die 37.5 Partikel werden sichtbar.



3. Einzel-Filament - Die 37.5 Partikel werden deutlich sichtbar.



4. Jeder der aktiven 37.5 Partikel stellt eine enorm Menge an Oberfläche.



Esquire

THE INFORMATION

Eureka!

TEN OF THE GREATEST MAN-MADE MATERIALS

1. Fleece
Invented by a Massachusetts textile maker in the late 1970s in collaboration with a then-unknown company called Patagonia. (For more, see page 148.) *Often found in:* Outerwear.

2. Kevlar
Created by DuPont chemist Stephanie Kwolek in 1965 after she realized that paraphenylene terephthalamide and polybenzamide formed a nearly unbreakable fiber. It's used as a soldier's go-to protection from bullets and explosive fragments. It's also flame-resistant, five times stronger than steel, and surprisingly lightweight. *Often found in:* Protective sportswear.

3. Gore-Tex
In 1969, Bob Gore took PTFE (aka Teflon) and rapidly stretched it to make expanded polytetrafluoroethylene (ePTFE). This became Gore-Tex, a material membrane that reached the market in 1976. It contains more than 9 billion microscopic pores per square inch, each pore approximately 20,000 times smaller than a drop of water but 700 times bigger than a molecule of moisture vapor. Translation: Rain can't get in and sweat can get out. *Often found in:* Outerwear.

4. Ballistic nylon
Originally used in World War II flak jackets to protect airmen, ballistic nylon's two-ply weave and filament yarn make it smoother and stronger than other nylons. *Often found in:* Luggage.

5. Nylon
Conceived in the 1930s as an affordable synthetic to replace women's silk stockings, the nylon polymer was created at DuPont by combining hexamethylenediamine and adipic acid, then spinning the strands formed into plastic thread. *Often found in:* Everything.

6. Microfiber
Japanese scientists started developing microfiber materials in the 1960s. The fibers are made from a mix of polyester and polyurethane, and are about half the diameter of a fine silk fiber—much thinner than a human hair. *Often found in:* Sportswear.

7. Ultrasuede
In 1970, Japanese researchers created this material from synthetic fibers so fine they can't be seen by the human eye; they're also so light that a 50-mile strand of them would weigh less than a gram. A mix of polyester and polyurethane, the material is meant to feel like suede but uses no animal products. *Often found in:* Shoes, coats.

8. Aerogel
The lightest solid material known to man was first made by NASA in the 1930s. It's a silica gel that can hold in lots of warm air without transferring heat. *Often found in:* Jackets. (It also insulated the Mars rover.)

9. 37.5
A fabric technology invented in the 2000s by Cocona, Inc. to make use of the waste of coconut husks from the food-service industry, which would otherwise go to a landfill. The manufacturer burns the coconut, and the activated charcoal fibers are embedded in yarn to increase the material's surface area, thus creating a moisture-wicking effect. *Often found in:* Outerwear, quick-drying performance clothing.

10. Pertex Classic
This polyamide (nylon) fabric was created by a British climber named Hamish Hamilton in conjunction with Perseverance Mills in the 1980s. *Often found in:* Sleeping bags and jackets, to keep people dry and warm.

A HISTORY OF PERFORMANCE CLOTHING

Adam and Eve, with their fig leaves, were only the beginning of our quest to make clothes work harder for us

4500 B.C. To stay warm, Stone Age hunters fashion fur pelts from pine martens (critters from the otter family) and even their own domesticated dogs.

1900 B.C. Clothing is first made from fleece sheared from sheep, i.e., wool.

A.D. 1100 European soldiers use protective armor that's made of interlocking iron rings (chain mail) or overlapping scales of iron, bronze, or horn.

Early 1700s Underwear doesn't exist; neither does elastic, so men hold up their socks with ribbon or leather garters.

Page 146 *Esquire's Big Black Book*

PERFORMANCE

THE OVERLY SPECIFIC EXPLANATION OF WATERPROOFING

THE INVESTIGATION:
HOW DO CLOTHES AND ACCESSORIES GET TESTED?

The last thing you want is to buy something and have it tear, break, or leak before its time. Now companies are going the distance to make sure your purchase will endure. Victorinox, maker of the Swiss Army Knife, submitted its Inox watches to 130 tests, including driving over them with a 64-ton Swiss tank. Rolex also obsessively tests its watches, shock-testing them for an impact equivalent to 5,000 g's (hundreds of times more forceful than a car crash), as well as opening and closing the clasp tens of thousands of times in salt water. Eddie Bauer tests its fabrics in a lab to check for water- and wind-resistance: only the most successful are turned into prototype garments. Brands never miss a chance to promote the results of these tests, so before purchasing any performance item, ask the salesperson about whether and how it's been tested. If the answer is "not sure" or "no," consider buying something else.

WITH THANKS TO CHARLIE BERG, PRODUCT-LINE MERCHANDISER, TECH OUTERWEAR, EDDIE BAUER.

THE CLARIFICATION:
A FEW WORDS ON "WATERPROOF"

SPOTLIGHT ON:
THE HIGH-PERFORMANCE COAT
How does your coat measure up?

1 Adjustable hood that can loosen or tighten depending on weather.
2 Nylon shell with DWR (durable water repellent) coating to enhance water resistance.
3 Water-resistant zippers, the borders of which have been taped to keep moisture out.
4 PrimaLoft insulation.
5 Ventilation system under the arms facilitates temperature re
and breathability.
6 Microfiber-lined collar warms and goes easy on your face a
7 Adjustable outer cuffs and interior stretch cuffs.
8 Adjustable draw-cord waist.
9 Recco avalanche-rescue system to signal help.

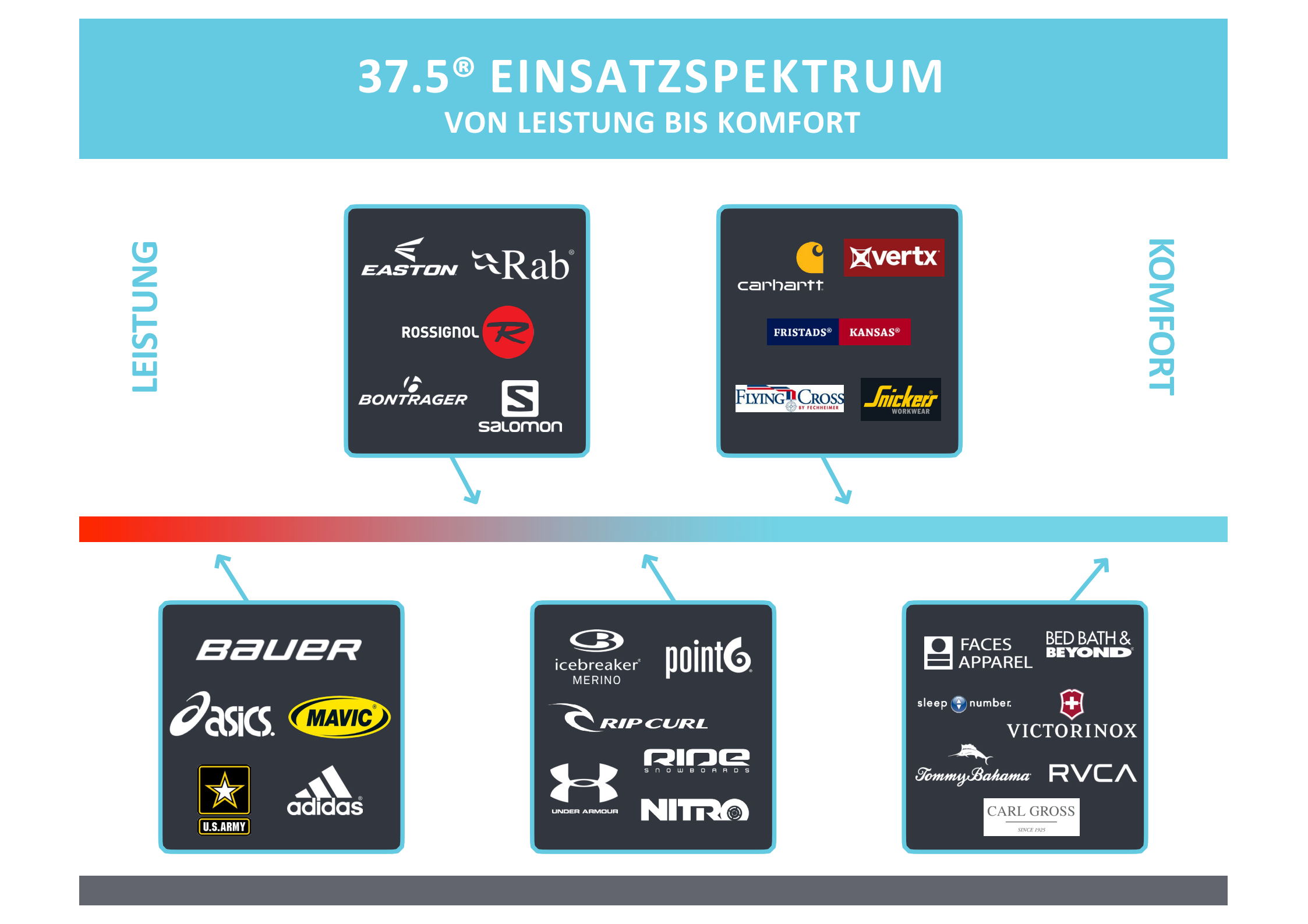
37.5® IST VON ESQUIRE IN DER LISTE DER 10 BESTEN KÜNSTLICHEN MATERIALIEN AUFGENOMMEN WORDEN

37.5® EINSATZSPEKTRUM

VON LEISTUNG BIS KOMFORT

LEISTUNG

KOMFORT



Warum die Zahl 37.5?
Das ist der Komfort Bereich!
Egal, ob Leistungssteigerung bei Athleten oder das ultimative Gefühl von Komfort durch Feuchtigkeitsreduzierung der Kleidung: 37.5 macht jedes Produkt besser.