



Fall 2015 Fact Sheet

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What is NuDown: Founded in 2013, NuDown (nudown.com) is the next generation of technical performance outerwear for men and women featuring its proprietary NuTech technology, the first on-demand, patent pending customized insulation system enabling winter sport and outdoor enthusiasts to regulate warmth levels with air. Using a stowable, pocket-sized hand pump, users simply pump air into the dynamic air chambers in the jacket or vest for personalized levels of warmth and a snug fit. It is the only outerwear that enables consumers to control the amount of insulation with a few quick pumps for more warmth, or hitting a release valve for immediate cooling.

NuDown jackets and vests were tested at the Institute for Environmental Research (k-state.edu/ier/), the renowned thermal research facility at Kansas State University and were awarded the best Clo (Clothing Insulation Value) warmth-to-weight ratio in comparison to similar fit and function down jackets and vests.

The company, headquartered in Reno/Tahoe, was founded by entrepreneur Jeff Pickett, CEO/founder of the Connor Group in Silicon Valley, an elite global accounting firm serving the technology industry. Robert Hall, CEO of NuDown, is a 40-year veteran of the ski and outdoor sports industries. NuDown's consumers are outdoor and winter sports enthusiasts looking for superior performance. Its men and women's line of six jackets and vests, including the Mt. Tallac Jacket, Squaw Peak Jacket and Mt. Whitney Vest, will be available fall 2015 at nudown.com and at better ski and outdoor specialty retailers. NuDown collaborated with experienced apparel designers, Julie Ringler and Kimi Davies-Rice, who together worked at Patagonia for more than 30 years.

Specific Features

- Garments retain loft in any weather conditions
- Custom welding process that creates dynamic air chambers
- Polartec stretch nylon outer layers
- All liners are breathable and ultra-wicking; some are bamboo charcoal for breathability and odor control
- Double-slider waterproof YKK zippers
- Critically taped seams for best in class protection against wind and water
- Men's sizes: XS – XL
- Women's sizes: XS – XL
- Men's colors: asphalt, black, chili, macaw, navy, ski orange and strong blue
- Women's colors: asphalt, ballad blue, black, chili, macaw, navy, orchid, ski orange and winter white
- Prices range from \$400 to \$600 US

NuTech Proprietary Technology: NuTech is a patent-pending technology, using naturally pumped air, not contaminated by mouth. The patent-pending design uses chambers laminated to hold air, yet perform like normal outwear. The hand pump adds air, or releases air, according to the demands of the wearer. The pump can add approximately one degree Fahrenheit of comfort per pump (varying by size, of course), giving many a comfort range of over 30 degrees variation.

Specific Technology Features:

- Air maintains its thermal properties and provides warmth when wet
- Pocket pump provides a wide range of inflating and deflating capabilities
- Pump easily fits into a deep pocket of the jacket or vest
- Environmentally friendly: air is one of the best insulators, is free, limitless and pure
- Argon gas is an available option, for extreme cold weather needs

For consumers looking for additional insulation in temperatures at 20 degrees Fahrenheit or colder, there is the option to purchase the Argon gas insulation Upgrade Kit, which includes three canisters of Argon gas and an inflator valve. Argon canisters are available separately for refills. Argon is a noble gas found in the air, is colorless, odorless, nonflammable and nontoxic. Argon is commonly used in thermal windowpanes for insulation. Argon is three times more efficient at insulating than air due to its molecular structure. The Argon gas canister measures 3.5 inches long by 0.75 inches in diameter, weighs 45 grams, is made of steel and can withstand temperatures of -40 degrees Fahrenheit. Used correctly, one canister of Argon will inflate a size medium vest approximately three times. The Argon gas canisters require an inflator valve for use that is 100 percent recyclable, made primarily of glass filled nylon and aluminum and weighs 40 grams. The Starter Kit (includes three Argon gas canisters and one inflator valve) retails for \$39. A package of three Argon refill canisters retails for \$19.

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