



MEDIA RELEASE

TECHNOLOGY MUST GO IN FOR QUALITY TO COME OUT

Snosuit integrates technology from 3M, DuPont™ and YKK® to its performance winterwear.

It's hard to believe that in a time when retail prices mount like snowdrifts outerwear price-tags can remain stable. They can, but at what cost? Replacing premium branded elements with cheap, knockoff materials will do it. The price is protected but the quality slides in an avalanche. The end result is a substandard garment that struggles to keep you warm, let alone hold together through a season.

Snosuit takes another approach. The Minnesota based company entered the market as the leader in quality and technology and refuses to jeopardize that reputation. Snosuit was born of demand. Company President Chris Leonard, an engineer trained in the snowmobile industry, heard time and again from outdoor enthusiasts that they couldn't find what they needed in a store. No one was manufacturing a warm and durable suit contoured to fit and move with the human form.

So Leonard went to the drawing board. With input from professional anglers and snowmobile enthusiasts, he designed what would become the benchmark for cold weather apparel. And to satisfy exact requirements, Leonard went to the experts: DuPont™, 3M and YKK®. There would be no cutting corners. To be best of class in winter outerwear Snosuit needed best of class components.

Insulation is at the core of all cold weather garments. So without hesitation, Snosuit called on 3M. Thinsulate™ Insulation provides about 1 ½ times the warmth of down and twice that of the generic high-loft insulations. 200 gram Thinsulate™ Insulation gives Snosuit total warmth without the bulk.

Leonard also demanded that the waterproof, windproof and breathable qualities be guarded against wear. Snosuit turned to Dupont™ Teflon®. The entire outer layer is treated with Dupont™ Teflon® fabric protector, lending repellency against both water and oil based liquids without affecting breathability.

Zippers are the Achilles heel of many so-called weather proof garments. Inferior zippers catch, break, and worst of all leak. Inversely, Snosuit incorporates YKK® zipper technology. The front of the parka sports an oversized YKK® coil style zipper with dual storm flaps. Climate control vents are shielded with YKK® Aquaguard™ zippers.

No, Snosuit isn't the least expensive garment on the racks. But for this level of design and technology, you'll be pleasantly surprised by the sticker price.

ABOUT SNOSUIT

Snosuit Performance Winterwear was established in 2004. Company headquarters are in Crosslake, MN, the perfect environment for development and testing. Snosuit is available as a one piece suit or two piece parka and bibs. Go online to www.snosuit.com to order factory direct or locate the nearest dealer.

Teflon® is a registered trademark of DuPont® used under license by Snosuit LLC. Thinsulate™ is a trademark of 3M.

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