



# OUTDOOR RETAILER SUMMER MARKET 2011

BOOTH 16039

## New products for 2012:



**Infinity Lyocell Buff®** - With trendy styling and endless ways-to-wear, the new Infinity Lyocell Buff® is the perfect après-sport accessory for athletes. Made with tencel, a textile derived from eucalyptus wood, the Lyocell Infinity Buff® is a sustainably-made accessory for any occasion. MSRP Solid: \$37 Printed: \$39 Reversible: \$57



**Bug Slinger Series™** - Inspired by fly fishing culture, the new Bug Slinger™ series offers a fresh take on modern outdoor apparel, bringing serious style to the sports lifestyle. The Bug Slinger™ series is the latest in the classic UV Buff® line, designed for sun protection and to help reduce UV exposure. MSRP \$23



**Buff® Water Gloves** - Buff® Water Gloves help many athletes - stand up paddlers, kayakers, fisherman, wakeboarders, and waterskiers – stay protected from damaging UV rays and general wear and tear associated with vigorous water sports. MSRP \$27

## Current collection:



**Headband Buff®** - The Headband Buff® is a quick and easy fix to keep your sweat and hair out of your face and eyes during any sport or activity. With its four-channel wicking Coolmax® Extreme fabric, Headband Buff® will keep you cool and dry in hot months and can be slid over your ears to keep them toasty in cold weather conditions. MSRP \$15



**Seamless Headband Buff®** - Seamless Headband Buff® is designed to fit comfortably under your helmet. Cyclists, climbers, and kayakers love its size and functionality as a helmet liner, headband or skullcap. Made with CoolMax® Extreme, it blocks 95% UV rays, wicks sweat, keeps you cool in hotter months. MSRP \$13



**UV Buff®** -The UV Buff® is made from Coolmax® Extreme fabric to block 95% of UV rays and wick sweat quickly away from your skin with its four-channel fiber. Ultimately designed to keep you comfortable and protected hour after hour on long, sun-filled adventures. MSRP \$23



**Dog Buff®** - Make your 4-legged friend's outdoor experience as comfortable and protected as your own. Offered in two different sizes, the Dog Buff® will accommodate most dogs' body types. MSRP \$11



**Insect Shield® UV Buff®** - The Insect Shield® UV Buff® incorporates invisible, odorless Insect Shield® repellent that is effective against many biting insects and will last through 70 washings. MSRP \$27

## News from Buff, Inc.:

- Buff, Inc. stakes claim as the premium choice and originator in multifunctional headwear
- Buff, Inc. combines sustainable fabrics and multifunctional style with new Infinity Scarf and classic Wool Buff®



THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR

## Buff, Inc. combines sustainable fabrics and multifunctional style with new Infinity Lyocell Buff® and classic Wool Buff®

**SANTA ROSA, Calif. (August 4, 2011)** – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear, has added the new Infinity Lyocell Buff® to Buff, Inc.'s growing lineup of eco-friendly products. Along with the classic Wool Buff®, made of 100-percent natural Merino Wool, the new Infinity Lyocell Buff® incorporates an equally sustainable fabric called TENCEL®, a textile derived from eucalyptus wood from forests managed according to sustainable principles. Buff, Inc. invites Outdoor Retailer attendees to visit booth 16039 during the August 4-7 trade show to learn more about the Buff, Inc. eco collection.

At the center of the brand's expanded eco-friendly product matrix, the Infinity Lyocell Buff® combines two concepts – fashion and function – to make it a required piece of apres-sport attire. In addition to traditional scarf styles, with a quick twist of the innovative and seamless design, the Infinity Lyocell Buff®, can also be worn as a shawl, wrap, head scarf and more. It offers enough length to accommodate your own personal style. Whether it's a breezy spring day or a cool summer night, the free-and-easy look of the Infinity Lyocell Buff® extends on the multifunctional heritage of Buff® headwear providing a versatile, sustainability-oriented complement to any wardrobe. This product is available in bright or earthy solid colors for \$37 MSRP, creative printed designs for \$39 MSRP and funky reversible stripes and dots for \$57 MSRP.

Consumers have long appreciated the Wool Buff® for its unbeatable insulation and natural qualities. Even when wet, the Merino Wool Buff® efficiently traps air for advanced moisture management, keeping you cool in hot weather. Merino Wool also provides a soft, luxurious, next-to-skin feel without the itchiness of coarser wool. The Wool Buff® is seamless for added comfort and is available in bright and earthy solid colors for \$27 MSRP, as well as beautiful printed designs for \$30 MSRP.

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### **About Buff, Inc.**

Buff, Inc., located in Northern California, is a subsidiary of Original Buff, SA Spain, and established its U.S. presence in 2003. Approaching its 20-year anniversary, Original Buff now distributes products in more than 42 countries across the globe. Buff® performance headwear is all about versatility and simplicity – one garment serves many functions. Designed to offer technical performance and protection from the elements during a wide range of outdoor activities and sports, Buff® models are available in hundreds of designs and styles. The new models incorporate technical fabrics such as Polartec®, Coolmax®, Insect Shield®, GORE Windstopper®, and 100-percent natural Merino Wool. Watch how-to-wear demo videos and shop online at [www.buffusa.com](http://www.buffusa.com).

**Inquiries:** Craig Randall at Verde PR & Consulting | 303-718-6519 | [craig@verdepr.com](mailto:craig@verdepr.com)



## New Bug Slinger™ UV Buff® Series Combines Edgy Fishing Style with Outdoor Sensibilities

THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR

**SANTA ROSA, Calif. (August 4, 2011)** – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear, will bring a new series to Outdoor Retailer Summer Market this August, called the Bug Slinger™ UV Buff®. To create the new line which represents the perfect balance of fishing style and Buff® functionality, Buff collaborated with the popular designer and creator of the Bug Slinger™ fly fishing line, Rob McAbee. The resulting Bug Slinger™ UV Buff® line combines the unique artistic aesthetic and attitude of angling with Buff, Inc.'s solid performance heritage.

The Bug Slinger™ series has roots in the Florida Keys and the Driftless area of Southwest Wisconsin, but as outdoor athletes embrace its unique aesthetic, Bug Slinger™ is bound to start turning up everywhere from Cataract Canyon to the Sierra Nevada Mountains. Bug Slinger™ represents a fresh insight into modern outdoor apparel, bringing serious style to the sports lifestyle.

Years of rigorous product testing has cemented the UV Buff® as the go-to multifunctional headwear option on the market. The Bug Slinger™ series is the latest in the beloved UV Buff® line, designed for sun protection and to help reduce UV exposure. Buff® headwear's [UV protection](#) rating for its headwear product models was conducted by AITEX and LEITAT – Textile Technology Institutes in accordance with the standard AS/NZS4399:1996 “Sun protective clothing – Evaluation and Classification,” results ranged from 93.3% to 96.7%, averaging 95% UV protection.

Coolmax® Extreme fabric used in Bug Slinger™ UV Buff® series helps evaporate perspiration quickly allowing moisture to pass through its four channel fibers, keeping you cool in hot weather and adding an extra layer of warmth in cold weather, all the while offering optimal protection from damaging UV rays. As an added bonus, the Bug Slinger™ UV Buff® series is treated with Polygiene® active odor control to break down odor-causing bacteria to keep you smelling fresh no matter how hard you sweat. \$23 MSRP.

### **Additional resources on skin health, protection, and safety:**

Only a fraction of all brands available on the U.S. market meet safety standards for both UV protection and non-toxicity. Buff® stands behind its UV certified products not only for their style and function but also for their safety and effective sun protection.

**Buff's UV Protection certificate:** <http://www.buff.es/en/quality.php> (click Certifications tab).

**AITEX Textile Technological Institute:** [www.aitex.es](http://www.aitex.es) (click the British flag for English).

Please visit Buff, Inc. in booth 16039 during the August 4-7 Outdoor Retailer Summer Market tradeshow.

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## Buff, Inc. offers unbeatable sun protection and grip with new Sport-Series Water Gloves

THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR

**SANTA ROSA, Calif. (August 4, 2011)** – [Buff, Inc.](#), known for technical and multifunctional headwear and gloves among the angling and outdoor sports' communities, has launched a new Sport-Series glove line called the "Water Glove," a multi-purpose glove for watersports. Buff® Water Gloves help many athletes - stand up paddlers, kayakers, fisherman, wakeboarders, and waterskiers – stay protected from damaging UV rays with UPF 50+ and general wear and tear associated with water sports. The Water Gloves will be prominently featured in Buff, Inc.'s booth (16039) during the August 4-7 Outdoor Retailer Summer Market tradeshow.

These breathable summer-weight gloves keep hands protected from damaging UV rays and offer the highest sun protection rating on the market, UPF 50+. Durable, next-to-skin Power Stretch fabric keeps hands comfortable and protected by deflecting UV rays from the sun and reflective water. An extended cuff ensures UV protection for the wrist as well.

Buff® Water Gloves are crafted with a naturally contoured fit and exposed fingertips for dexterity. The strategically placed wet/dry silicone grip palm provides superior hold in all weather and water conditions, ensuring ultimate control and precise hand movements. A wrist pull-tab slips the gloves on with ease while an easy-off fingertip pull makes them removable in a split second.

"Buff, Inc. gloves offer athletes a comfort and competitive advantage. The Water Gloves represent a great entry point for athletes to experience the protection, comfort, and quality of Buff® gloves for a variety of on-the-water activities," said Shirley Choi Brunetti, general manager and vice president, Buff, Inc.

The Water Gloves are available in Glacier Blue, Solar Orange, and Light Sage colors and four unisex sizes to accommodate all hands big, small and in-between. \$27.00 MSRP. Learn more about Buff® Water Gloves and view the entire glove series at <http://www.buffusa.com/t/gloves>.

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## Buff, Inc. brings fan favorites and top sellers to 2011 Outdoor Retailer Summer Market

THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR

**SANTA ROSA, Calif. (August 4, 2011)** – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear and gloves, will bring its ever-popular and growing collection of outdoor sports' accessories to the 2011 Outdoor Retailer Summer Market tradeshow (booth 16039) this August 4-7. Prominently featured in Buff, Inc.'s updated booth will be thoughtfully designed products in unique patterns and styles, including the following:

### Headband Buff® - MSRP \$15



The Headband Buff® is a quick and easy fix to keep your sweat and hair out of your face and eyes during any sport or activity. With its four-channel wicking Coolmax® Extreme fabric, Headband Buff® will keep you cool and dry in hot months and can be slid over your ears to keep them toasty in cold weather conditions. To learn more about the Headband Buff® please visit: <http://buffusa.com/buffusa/collections/17>

### Seamless Headband Buff® - MSRP \$13



Seamless Headband Buff® is designed to fit comfortably under your helmet. Cyclists, climbers, and kayakers love its size and functionality as a helmet liner, headband or skullcap. Made with CoolMax® Extreme, it blocks 95% UV rays, wicks sweat, keeps you cool in hotter months, and provides an extra layer of warmth to slide over your ears on cold days. Polygiene® silver ion treatment prevents odor-causing bacteria and keeps your helmet and headband smelling fresh. Fitness enthusiasts love how wide the Seamless Headband is for holding hair back and keeping ear buds in place. The

Seamless Headband Buff® is available in a variety of stylish colors and patterns and at Outdoor Retailer the company will introduce various new styles, available January 2012, including new state designs for cyclists loyal to the U.S.' two most famous pedaling paradises, Colorado and California. To learn more about the Seamless Headband Buff® please visit: <http://www.buffusa.com/buffusa/collections/18>.



### UV Buff® – MSRP \$23

Years of rigorous product testing has cemented the UV Buff® as the go-to multifunctional headwear option on the market. The UV Buff® line, designed for sun protection and to help reduce UV exposure, helps high-country hikers, campers, beach-goers, and more, find a protective alternative to sunscreen. With several configuration possibilities including a hair tie, scarf, facemask, headband, and beanie, the UV Buff® is made with technical microfiber fabric, a breathable, quick-drying 100% polyester fabric and uses Polygiene®, a non-toxic silver ion technology to break down odor-causing bacteria and keep the product smelling

fresh during and after activities. To learn more about the UV Buff® please visit:

<http://buffusa.com/buffusa/collections/11>

### Dog Buff® - MSRP \$11



With protection and safety top of mind, Buff, Inc. designed the new Dog Buff® with a 3M Scotchlite™ reflective strip that glows brilliant white when illuminated by approaching light up to 492 feet away. Whether it's a daylong hike or just a late afternoon at the dog park, microfiber and Polygiene® technologies combine to make the Dog Buff® comfortable, breathable, and fresh-smelling. Microfiber is wind resistant and helps block the cold in cooler climates. The Dog Buff® is available now in two different sizes to accommodate most dogs' body types.



The popularity of the Dog Buff® line inspired two new styles for hunting dogs without 3M Scotchlite™ reflective strip which will debut at Outdoor Retailer Summer Market.

To learn more about Dog Buff® visit: <http://www.buffusa.com/c/dog>.

### Insect Shield® UV Buff® - MSRP \$27



A staple of outdoor apparel for summer hikers, campers, hunters, and anglers, the Insect Shield® UV Buff® incorporates invisible, odorless Insect Shield® repellent that is effective against many biting insects and will last through 70 washings. Insect Shield® has been tested and proven to repel mosquitoes, ticks, ants, flies, chiggers, and midges. The Insect Shield® UV Buff® incorporates two additional fabric technologies: Polygiene® odor control for long-lasting freshness and CoolMax® Extreme sun protection that blocks 95% UV rays and wicks sweat with its four-channel fibers. To learn more about the Insect Shield® UV Buff® visit:

<http://www.buffusa.com/buffusa/collections/12>.

Buff, Inc. invites Outdoor Retailer attendees to visit booth 16039 during the August 4-7 trade show to learn more about the entire Buff, Inc. collection and see the exciting new additions.

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**About Buff, Inc.**

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## Buff, Inc. stakes claim as the premium choice and originator in multifunctional headwear

THE ORIGINAL  
MULTIFUNCTIONAL  
HEADWEAR

U.S. sales up 52 percent as office expands and branding steps up

**SANTA ROSA, Calif. (August 4, 2011)** – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear and gloves, has assumed a near decade-long post as the category leader in its market space and heads into the 2012 season with **unprecedented year-over-year sales growth of 52% percent** and a U.S. staff that has doubled in size.

With its headquarters based in Spain, Buff® products are currently distributed in 71 countries, with Buff, Inc., the U.S. company, recently securing the spot as **the top performer globally** for FY2011. Despite a tough economic climate where thriving companies are the exception, not the norm, Buff, Inc. has enjoyed six straight years of increased year-over-year sales.

To keep pace with this brand growth, the Buff, Inc. Santa Rosa, CA hub has **doubled its staff** count in less than a year. The U.S. team continues to grow and seeks talented individuals to join its staff.

In July, the brand launched an **all-new corporate website, buffusa.com**, offering Buff® fans new and old a chance to explore the rapidly expanding product line, interact seamlessly with Buff® social media channels, and more accurately locate retailers. The new website helps consumers easily identify the function and applications for each Buff® product, whether it be by gender, activity, or product type, and a “how-to-wear” video placed prominently in the site’s navigational pane quickly educates first-time Buff® consumers.

With fantastic retailer relationships and leading customer service capabilities, Buff, Inc. was pleased earlier this summer to distribute **new in-store point-of-purchase and signage** to all its U.S. dealers, further supporting sell-through and brand presence at retail.

At the Aug 4-7 Outdoor Retailer Summer Market trade show, Buff, Inc. will exhibit an **updated booth** to showcase its beautiful, thoughtfully designed products in an offering of patterns and styles no competitor can match. Please visit the Buff booth, #16039, to learn more about the brand’s exciting growth and why it is an outdoor industry brand to watch.

Visit the new Buff, Inc. website and view the entire Buff® collection at <http://www.buffusa.com>.

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