



Buff, Inc. Celebrates 20th Anniversary with New Global Logo, Unveiled at Outdoor Retailer Winter Market 2012

[Buff, Inc.](#) will introduce its new global logo along with kicking off its 20th Anniversary celebration at the January 19-22 Outdoor Retailer Winter Market. The new logo represents a refreshed and game-ready approach to the new generation of Buff, Inc. styles. **Check out what's new in Booth 3007!**

Where it began...

Twenty years ago on the back roads of Spain, Buff, Inc. founder, Joan Rojas, was riding his motorcycle through the desolate trails of the Catalan region when inspiration struck. He set to work designing a new kind of headgear that he could wear in lots of different ways to protect his head and neck from the sun and wind. Within a few months, he created the first Buff[®].

Where we're headed...

In the two decades since, Buff[®] has become an international, multi-sport phenomenon. Our seamless multi-function headgear protects athletes on the windiest Alpine slopes, the hottest deserts, and plenty of rivers, lakes, roads, trails, and golf courses in between. Today, you can buy a huge lineup of Buff[®] products in more than 70 different countries.

During our twentieth anniversary year, we invite you to become part of the Buff[®] revolution. See for yourself why Buff[®] headgear is the perfect accessory for any outdoor activity. With new styles like Knit, Bandana, and Scarf pieces using the most technical fabrics like Polartec[®] Fleece and GORE Windstopper[®], Buff, Inc. remains the leader in multifunctional accessories. This year, Buff, Inc. takes an important step towards protecting the places we like to play by donating 1% of the profits from the classic Wool Buff[®] and the all-new Infinity Recycled Buff[®] to environmental causes.

Let fun reign.

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OUTDOOR RETAILER WINTER MARKET 2012

BUFF, INC. | BOOTH 3007

New products for 2012-2013:



NECKWARMER KNITTED POLAR BUFF® - The Neckwarmer Knitted Polar Buff® is knitted on one side with cozy polar fleece on the other.



NECKWARMER KNITTED REVERSIBLE BUFF® - The Neckwarmer Knitted Buff® features two layers of knitted yarn in a tubular shape that wraps perfectly around the neck and, with a quick flip, it can be turned inside out for a an all new look.



HEADBAND KNITTED POLAR BUFF® - Warm enough for the slopes. Hip enough for the lodge. The wool-like outer layer of the Headband Knitted Polar Buff® suits your casual sense of style, while the inside layer of polar fleece keeps you cozy. High-tech outerwear never looked so good.



BANDANA KETTEN BUFF® - Edgy graphics. Smart fabric. The Bandana Ketten Buff® is a shorter, sleeker Bandana Buff® made from a unique lightweight material.



INFINITY RECYCLED BUFF® - The Infinity Recycled Buff® is so soft and comfortable, it's hard to believe it's made from recycled plastic bottles. Wearable in the office or on the mountain, the Infinity is as versatile as you.

Current Collection:



WOOL BUFF® - Made from soft 100% natural Merino Wool, the Wool Buff® feels great next to the skin, and it keeps you warm even when wet. An essential base layer any gear junkie would gush over.



STORM BUFF® - Jack Frost nipping at your nose? Pull the top section of the Storm Buff® over the lower half of your face—you'll be able to breathe right through the double microfiber layers. Keep heavy winds at bay with the lower sections adjustable wind-proof fabric.



BANDANA BUFF® - With its edgy styling and unique shape, the Bandana Buff® offers cold weather protection with attitude.

News from Buff, Inc.:

- Buff, Inc. Expands Sustainably-Made Accessories Line While Allocating Profits for Environmental Good
- Buff, Inc. Supports Winter Athletes and Events During Action Packed 2012



Buff, Inc. Introduces Knit Collection Along with new Bandana and Infinity Scarf for Fashion Forward Winter Athletes in 2012-2013

SANTA ROSA, Calif. (January 19, 2012) – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear, will unveil for the first time a line of knit head and neckwear at Outdoor Retailer Winter Market (ORWM) 2012. The brand has also expanded on its breakout hits of 2012, the Bandana Buff®, and the Infinity Lyocell Buff®. Unveiling at ORWM is the lighter weight Bandana Buff® counterpart, the Bandana Ketten Buff®, and the eco-friendly Infinity Recycled Buff®.

No longer a style just for grandmas and knitting circles, Buff, Inc.'s knit offerings allow winter athletes and fashion-forward city dwellers a unisex accessory to stand up to any winter weather or activity. Available in both traditional chunky knit and an understated tight knit style, Buff, Inc.'s new Knit collection boasts serious technical performance underneath its cozy exterior. Visit Buff, Inc. in Outdoor Retailer Winter Market booth 3007 to get a *feel* for the unrivaled characteristics of knit.

NECKWARMER KNITTED POLAR BUFF®



The Neckwarmer Knitted Polar Buff® is the cold-weather solution for stylish warmth in a compact package. Knitted on one side and paired with super cozy fleece on the other, the Neckwarmer Knitted Polar Buff® keeps your neck or ears warm on frosty days, while also providing a cover for your nose when Jack Frost nips. With less length than an Original Buff®, this stylish knitted Buff® is just right for blustery days and perfectly compliments nearly all wardrobes. MSRP \$30.

NECKWARMER KNITTED REVERSIBLE BUFF®



With the new Neckwarmer Knitted Reversible Buff®, a cold-weather classic gets a Buff® update. Owing its styling to traditional knitted scarves, this vintage-looking accessory with a tubular shape wraps perfectly around the neck, and with a quick flip, can be turned inside out for an all-new look. Made from soft, wool-like yarn, its perfect for outdoor adventures or evenings in the lodge. MSRP \$30.

HEADBAND KNITTED POLAR BUFF®



Packing warmth for downhill runs on the slopes, yet carrying exquisite style for hot cocoa breaks in the lodge, the knitted outer layer of the Headband Knitted Polar Buff® suits your casual sense of style. The high-performance Polartec® fleece inner layer keeps you toasty and dry when your all-mountain pursuits heat up. Women and men will appreciate the hair style-preserving characteristics of a headband with the added bonus of letting heat escape during high-intensity downhill or Nordic runs. High-tech outerwear never looked so good. \$27 MSRP.

BANDANA KETTEN BUFF®



The release of the Bandana Buff® in 2011 sent shockwaves through the snowsports industry because never before had an accessory packed as much style and performance in the classic bandana configuration. With that momentum, Buff, Inc. is pleased to build on its bandana offerings, unveiling the new Bandana Ketten Buff® at this year's OR show. Whatever your style – be it edgy or understated – the Bandana Buff® will compliment your snow kit with its smart fabric and shorter, sleeker profile. Made from a unique lightweight material that protects your skin from cold or wind, and stands up to hard wear, the Bandana Ketten Buff® is perfect for everything from the snow park or the skate park. Available in a variety of edgy designs for \$26 MSRP.

INFINITY RECYCLED BUFF®



The new Infinity Recycled Buff® combines fashion and function into the perfect eco-friendly piece of apres-sport attire. The Infinity Recycle Buff® can be worn as a traditional scarf but with a quick twist of the innovative and seamless design, it can also be worn as a shawl, wrap, head scarf and more. Made from recycled plastic bottles, Buff, Inc. donates 1% of profits from sales to environmental causes. It's a great look that's great for the planet. Available in a variety of colors and creative printed designs for \$39 MSRP.

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Buff, Inc. Offers Winter Athletes Technical Apparel with Category Leading Style

SANTA ROSA, Calif. (January 19, 2012) – [Buff, Inc.](http://www.buffusa.com), known for stylish, versatile and innovative multifunctional head and neckwear, brings its collection of winter sports' accessories to the 2012 Outdoor Retailer Winter Market tradeshow (booth 3007) this January 19-22. Celebrating the brand's 20th anniversary this year, Buff, Inc. brings several classic styles for casual, active, and element-challenging conditions. Visit www.buffusa.com for details on all existing products.

WOOL BUFF®



The classic Buff® shape in the fabric outdoor enthusiasts love most. Made from soft, 100% natural Merino Wool, the Wool Buff® feels great next to the skin, and provides warmth even when it's wet. It's the soft, breathable extra layer of insulation perfect for chilly days. And to sweeten the deal, Buff® donates 1% of Wool Buff® proceeds to the planet. Available in bright and earthy solid colors for \$27 MSRP, as well as beautiful printed designs for \$30 MSRP. To learn more about the Wool Buff® visit: <http://www.buffusa.com/buffusa/collections/13>

BANDANA BUFF®



The unique triangular configuration of the Bandana Buff® can be worn around the neck and pulled up over the nose and mouth when the wind picks up. Two separate layers of fabric make the Bandana Buff® the perfect neck and face layer. It's a lightweight accessory that combines the microfiber of an Original Buff® with a protective layer underneath of PolarTec® microfleece. With edgy patterns and bold colors, the Bandana Buff® is loose-fitting and pairs well with the latest styles in outerwear. The Bandana Buff® builds on the brand's history of innovation and makes an ideal accessory for athletes and active people who need a stylish and functional accessory to get outside regardless of the weather. \$28 MSRP. To learn more about the Bandana Buff® please visit:

<http://www.buffusa.com/buffusa/collections/29>

STORM BUFF®



The Storm Buff® couples extreme wind protection from its GORE Windstopper® fabric with lightweight, soft and breathable microfiber. It's half the length of the Original Buff®, allowing for sleek and slim fitting protection where athletes are most exposed. Ultra lightweight and technical, the Storm Buff® features two-layer construction with element-shielding Windstopper® on one side and microfiber on the other that extends up and over the seam for a next-to-skin feel around the face when worn as a neckerchief. Microfiber fabric boasts exceptional moisture management, wicking away sweat in warm climates and stopping the cold in harsher climates. Best as a neckerchief or beanie, the Storm Buff® features a cinchable drawstring top allowing it to tighten on one end, to keep your head or neck warm in harsh conditions. \$39 MSRP. To learn more about the Storm Buff® please visit: <http://www.buffusa.com/buffusa/collections/25>

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Buff, Inc. Supports Winter Athletes and Events During Action Packed 2012

SANTA ROSA, Calif. (January 19, 2012) – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional head and neckwear, will see its support of snowsports athletes and events reach new heights this winter. Whether it's Polartec® fleece-based apparel like the Polar Buff® or Bandana Buff®, or stylish wool or knit head and neckwear, Buff, Inc. offers the ultimate technical accessory for every winter athlete from snowboarders to snowshoers and freeskiers, winter runners, Nordic skiers, and more. With its support of premier events and ambassadors, Buff, Inc. is wear-tested by some of the world's most accomplished athletes.



2012 will mark the first winter edition of the Teva Mountain Games, a beloved summer staple in Vail, Colorado. As an inaugural sponsor of the Winter Teva Mountain Games, Buff, Inc. will be outfitting attendees and athletes with a custom, TMG-inspired Original Buff® to help keep them warm, protected, and comfortable during mixed climbing, mountain cyclocross, big air biking, telemark skiing, snowshoe racing, and other events. For more information about the Winter Teva Mountain Games, visit www.tevamountaingames.com

Globetrotting ski mountaineer and Buff, Inc. ambassador Kim Havell continues to fly the Buff® flag on everything from groomers near her Salt Lake City home base to the steeps of mountaineering epics in Alaska and Tibet. This multi-sport enthusiast appears regularly on Outside Magazine TV, and shares stories from her travels with Powder magazine and other journals. Chances are if there's a ski movie premiering in your town, Kim's name will appear on the marquee. Learn more about Kim's list of ascents, descents, and impressive list of "firsts" on <http://www.HavellTravels.com>.

At the January 19-22 Outdoor Retailer Winter Market trade show, Buff, Inc. will showcase all of its winter-oriented product line, boasting thoughtfully designed patterns and styles no competitor can match. Please visit the Buff® booth, 3007, to learn more about the brand's exciting growth and expanded presence in winter sports.

Learn more about Buff Ambassadors and Events® at <http://www.buffusa.com>.

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Buff, Inc. Expands Sustainably-Made Accessories Line While Allocating Profits for Environmental Good

SANTA ROSA, Calif. (January 19, 2012) – [Buff, Inc.](#), known for stylish, versatile and innovative multifunctional headwear, introduces Infinity Recycled Buff® to its growing lineup of eco-friendly products for winter 2012-2013. Along with the classic Wool Buff®, made of 100-percent natural Merino Wool, the Infinity Recycled Buff® is a planet-friendly accessory made from recycled plastic bottles. Buff, Inc. will donate 1% of the profits from the Wool Buff® and the Infinity Recycled Buff® to environmental causes, ensuring the purchase is as complimentary for your wardrobe as it is for the places we play.

Like its predecessor, the Infinity Lyocell Buff®, the Infinity Recycled Buff® is a supersoft polyester scarf made from an unlikely resource: recycled plastic bottles. Based on the successful launch of the Infinity Lyocell Buff® for Spring 2012, the same silhouette is available in a cozy, soft-to-the-touch fabric for colder weather, making it an essential piece of après sport attire. With its versatility in the ways to wear it, the Infinity Recycled Buff® is equally at home on winter strolls or out for a relaxing dinner. The Infinity Recycled Buff® builds on the multifunctional heritage of Buff® headwear, providing a versatile, sustainability-oriented complement to any wardrobe. This product is available in a variety of earthy prints. \$39 MSRP.

Wool has quickly ascended outdoor enthusiasts' lists as the most beloved fabric for all conditions. Made from soft 100-percent natural Merino Wool, the Wool Buff® feels great next to the skin, and it keeps you warm even when it's wet. It's the soft, breathable extra layer of insulation you need for chilly days. Merino Wool also provides luxurious, next-to-skin feel without the itchiness of coarser wool. The Wool Buff® is seamless for added comfort and is available in bright 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®, S.A. 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.