

Aclimatise – pioneering waterproof fabrics manufactured in the UK

Best Practice UK is incredibly proud to present the highly prestigious and industry acclaimed **Commitment to Excellence 2013 Award** to APT Fabrics. This impressive accolade is awarded to a business that strives to continually push boundaries with its designs and implementations, showcasing cutting edge technologies, whilst maintaining a strong focus on UK manufacturing.

APT Fabrics create and manufacture a strong range of unique, trademarked, technical and performance fabrics that are used by a number of individuals and organisations, including military and the police. In addition to the supply of fabrics, APT Fabrics also holds training seminars for other organisations, offers design optimisation services, researches and designs new technologies, and has its own specialised fabric brands.

The Northern Ireland-based company is the brainchild of Stanley Russell, who has almost 30 years of experience in almost every aspect of the industry, from coating to weaving and beyond. Stanley commented: "I have good quality European products and I'm prepared to ship them to anywhere in the world; currently, I'm supplying into Switzerland, Germany, Belgium, Australia and China.

"One of the biggest of these products is the 'Tornado' range, a market leading laminated fabric that will protect the wearer from the worst that the weather can throw at him. Its little sister is the 'Tempest' range, which is lightweight but still strong enough to



stand up to foul weather. Both are tested to European standard EN 471/343:2003 class 3 and can be altered to fit the user's requirements perfectly."

Stanley is confident that his products can stand up to the best of his competitors. He said: "Between Apt Fabrics, Sympatex, Porvair and Gore –Tex, there is very little difference in performance. I'm not necessarily always the cheapest – although my prices are very competitive, even in comparison to garments manufactured in the Far East – but I can give the product that fits the exact specifications without compromise."

Aclimatise

The next venture for APT Fabrics is the new range of windproof, waterproof and thermoregulating fleeces, gilets and jackets from Aclimatise. Described by Stanley as being "set up to challenge the norm in the Outdoor clothing industry", Aclimatise is the world's first thermoregulated waterproof, breathable and windproof fabric system. The range features a new aluminium membrane that promises waterproofing, moisture management, breathability and – in the unlikely event that a British summer might call for it – heat reflection too.

Stanley explained: "Aclimatise garments are manufactured using an outer fabric laminated to a breathable Polyurethane membrane incorporating 30% aluminium and a durable water repellent is applied to the 'fabrics' surface. The incorporated lining is moisture wicking and antistatic. All garments have been independently tested in various environments and have been proven to work in temperatures from as low as -30C."

Aclimatise is a joint venture between APT Fabrics and Brenig, the small Welsh outdoor clothing manufacturer with a big reputation for producing professional garments for the toughest environments. Founded in 1992 and based in Snowdonia, Brenig's gear is chosen by half of all polar expeditions.

Stanley continued: "Whatever the conditions, Aclimatise brings indoor comfort levels to outdoor activities, keeping you warm at -30C or cool at +30C, no matter how challenging your chosen pursuit. The range, which

has been tested in the Antarctic, is designed to cope with the most extreme weather conditions and is designed and manufactured in the UK. Aclimatise even uses UK fabrics wherever possible.

"Importantly, because Aclimatise products are made in the UK, small orders are possible and special colour options are available for clubs or retailers ordering 15 or more garments."

Despite this range of top-selling products, APT Fabrics is refusing to stand still, and plans to use upcoming changes in EN standards to get a foothold in the breathable textile market. Stanley expanded: "The new EN standards mean that some of the current top-selling breathable textiles will be reclassified as 'unbreathable'. With this in mind, APT Fabrics is always refining its products and constantly testing them to see how they could be improved and through its customer base introduces field tests to obtain feedback from customers on how it sews, how it's put together and any failings it may have, to make sure it's right before we go into full-scale production."

Aclimatise continue to develop new and exciting products with carefully selected



UK manufacturers, such as Brenig and Fibretronics, with whom they are collaborating to integrate some of their iPod/mp3 player technologies into the garments.

For more information on APT Fabrics or the Aclimatise range please call 02842 758661, alternatively email aptfabrics@gmail.com or stanley@aclimatise.co.uk www.aclimatise.eu

