PRESS RELEASE

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ALBERTO GmbH & Co. KG

Cool sport: golfing in winter

**Ready to face the wintry weather with Alberto Golf**

**Golf isn’t a winter sport? Nonsense! A lot of golfers carry on training and playing throughout the winter months. In recent years, golf courses have started offering a lot of services which have turned golfing into a year-round sport. Many golf clubs offer attractive opportunities with which golfers can defy rain and snow and swing their putters and irons even in the freezing cold. What’s more, walking from hole to hole in the fresh air strengthens the immune system and trains the body, concentration and coordination. However, players who are undeterred by cold temperatures must make sure they have the right equipment and wear protective functional clothing which doesn’t restrict their movement.**

Golf has long since stopped being a sport purely for spring and summer. While functional clothing for the summer months should mainly protect the wearer from heat and UV rays, thermal and waterproof properties are most important for the winter months. Golf specialist Alberto Golf therefore pays special attention to these functions in the Fall/Winter collection 2013/2014. The collection features wintry Ceramica models made of warm fabrics which are pleasantly soft to the touch; they appear in solid colors and also in check designs vividly reminiscent of old-school golfing outfits. The name says it all with the Warm Up pants series: the warm, soft inside and an insulating layer of air prevent chills and shivering. Warm Up pants are also water-repellant and high-stretch for maximum wearer comfort and optimum freedom of movement. Along with piqué polo shirts, the tops collection also features a cozy zip-up pullover with Warm Up function. Kitted out in these garments, players can safely venture onto the green in every weather

**The ALBERTO Golf label**

In 2004, a plane took off in the direction of the USA - and with it the success story of ALBERTO's golf collection. On board: managing directors Georg Walendy and Marco Lanowy. In their luggage: lots of creative ideas for a modern, functional golf collection. Walendy and Lanowy were awaited in the States by golf pro Alex Cejka, who at that time was drawing attention by wearing ALBERTO pants on the green rather than golf pants. He was so enthusiastic about the models in the men's collection that he entered into a promising partnership with the men's fashion label and ALBERTO took on the challenge of revitalizing the sportswear market. ALBERTO's years of fashion competence and above all its development and use of innovative materials gave rise to a special golfwear line which attracts customers with striking designs, perfect cuts and brand-new functions. Since then, the label has gone from strength to strength - golfers are very familiar with these functional, expressively fashionable golf pants and shirts from Mönchengladbach.

**Background information about ALBERTO Golf: 11 functions for golfers**

Alberto Golf is famous for its innovative products. The **Rain&WindFighter** slots effortlessly into this series, adding a pair of wet-weather pants to the collection. The inside of these golf pants is optimally structured: between the outer layer of light, matt polyester and a soft, quick-warming lining there is a non-porous membrane. This technology means that the pants keep out wind, are waterproof and breathable. The two front pockets are also lined with highly absorbent flannel so that the wearer can dry his hands quickly. The left seat pocket has a zip, so that the scorecard can be kept dry even in pouring rain.

**The special coating on ALBERTO Golf coldblack™ minimizes the amount of heat absorbed by the textiles and also effectively protects the wearer from harmful UV radiation.** These textiles stay perceptibly cooler as they reflect both heat and radiation.

**The mineral mix in ALBERTO Golf energear™ ensures that energy radiated from the body in the form of infrared radiation flows back into the garment.** This technology makes use of the natural capacity of certain minerals to reflect long-wave radiation, a property which has been known for centuries. This additional energy has a positive effect on the wearer’s performance and well-being.

Like all outdoor sports, golfers need outfits which protect them from environmental influences such as rain, wind or sun. This is why certain ALBERTO Golf pants have multiprotect functions. These make the fabrics breathable and resistant to wind, creasing, tearing and abrasion. Dirt and moisture pearl off the fibers so that the pants stay pleasantly dry even when walking through wet grass.

Fabrics with a nano finish are particularly dirt and water-repellant.This means that the surfaces are sealed and retain their resistance to dirt and water even after repeated washing.

Golf is movement: walking, kneeling, lunging, putting. The body is constantly in action. That means the pants should not be restrictive. If they keep their shape as well, the pants are doubtless made with **T400**. T400 combines perfect fit and unrestricted movement thanks to permanent stretch.

Optimum wearer comfort is also a feature of **Ceramica**. However, that isn’t all: it’s also hypoallergenic, regulates the body temperature and repels UV rays. The clay minerals integrated into these pants compensate the temperature changes to be expected during a day on the golf course, enabling them to balance out temperatures by 5 degrees in each direction.

Along with a comfortable fit, the material used is especially important for the golfer’s well-being. For this, the sportswear label relies on the high-tech material **CoolAir.** These fibers transport moisture away from the body to the surface of the fabric, where it evaporates. This is particularly important to avoid muscle pain or catching cold, as can often happen when damp clothing causes the body’s temperature to drop. The fast-drying properties of CoolAir guarantee a balanced microclimate for the skin. Tests confirm that clothing made of CoolAir – unlike cotton, for example – dries almost completely within just half an hour. However, the balanced microclimate increases the player’s performance as well as his well-being. As he doesn’t have to expend energy on keeping his body cool, this energy can be used to increase his stamina.

The secret of the **3XDRY Cooler** cooling pants from ALBERTO Golf is an insulating layer of air. Textiles made with **3XDRY Cooler** technology repel water and dirt from the outside and quickly transport moisture from the inside to the outside through the hollow fibers, allowing it to evaporate. This prevents the skin from becoming overheated and stops shivering after active phases, as the wearer’s perspiration can’t become trapped in his clothing. This supports natural bodily functions and increases the player’s physical well-being.

Wearing weatherproof clothing is particularly important on rainy days. Every golfer knows how unpleasant it is when rain or moisture penetrate through to the skin. **Water Repellent** with its reliable, water-repellant surface is a great solution. The water pearls off the surface and the player’s body stays pleasantly warm and dry.

ALBERTO Golf’s insect-repellant **Inzectic™** pants tackle an aggravating problem which unfortunately affects almost all golfers: ticks and mosquitoes. Inzectic™ pants efficiently repel ticks and mosquitoes directly from the fabric. In 2011, this new idea won ALBERTO Golf the innovation prize awarded by one of Europe’s leading golfing publications, Golf Magazin. The Golf Magazin Awards pay tribute to the best products in the golfing and golf tourism industries.

**Further information from:**

**ALBERTO Golf**

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