

AUTUMN WINTER 2003



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AUTUMN WINTER 2003



THE COMPLETE RANGE OF
FUNCTIONAL SPORTSWEAR AND ACCESSORIES
FOR RUNNING, BIKING AND MULTI PURPOSE SPORTS

Newline®
PERFORMANCE WEAR FOR YOU



WHAT'S NEW?

INDOOR BIKING NEW DESIGN AND IMPROVED FABRICS

The Indoor Biking concept has been improved and now features new innovative products. The new sporty design and high-tech fabric technology make this an up-to-date concept perfect for indoor bikers. The concept has also been widened to include Loose Fit Shorts for men who want a looser and flexible fit, and a Race Tech Top with heart rate monitor inside for women who want state-of-the-art sports products. The Indoor Biking concept is found on **page 29**.

RUN BASICS TAILORING YOUR BASIC NEEDS

With inspiration from the seasonal running collections for women, Newline now offers more specialised products for women. The Run Basics concept with a wide number of products for all needs now offers shirts, tights, sprinters and winter products for women with special female fitting. See the Run Basics collection on **pages 24-27**.

X-COUNTRY SKIING NEW COLOUR AND JUNIOR CONCEPT

X-country Skiing is a specialised concept under Newline M.P.S. The concept offers a brand new colour combination for autumn/winter 2003. Black is the new and classic colour for Newline's X-country Skiing concept. The concept also offers all products for juniors (10-14 years), which now makes this a skiing concept for the whole family. The X-country Skiing concept is found on **pages 38 and 39**.

Newline
PERFORMANCE WEAR FOR YOU

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RUNNING
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BIKING
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ACTWALK
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X - COUNTRY SKIING
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TRIATHLON
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FUNCTIONAL SPORTSWEAR FOR AN ACTIVE HEALTHY LIFESTYLE

Sports and exercise are for many people the essence of a healthy lifestyle. At Newline we are aware that more and more people choose sports and exercise as part of their daily lives in order to relieve stress, keep in shape and obtain wellness.

We cannot help you choose the right lifestyle for you, neither are we in our right to do so, but what we can provide you with is functional sportswear fitted to your exact needs.

Newline's philosophy is to develop and design functional sportswear for active people. With more than 20 years of continuous progress, Newline is today a standard of measurement when it comes to function, design and quality.

But why don't you see for yourself ?

Go through Newline's catalogue for autumn/winter 2003 or visit www.newline.dk



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NEWLINE ONLINE SPORTS CLUB

Newline Online Sports Club is an internet club based on the members' interests in sports and training.

The club gives you access to a members' only area on www.newline.dk where you can find information about training, nutrition, new products, events and much more. The Newline Online Sports Club is absolutely free and you can cancel membership whenever you want.

Join the club and each month you automatically have the chance of winning sportswear from Newline. In the beginning of each month we draw lots among all club members, and the winner is free to choose from a number of great prizes.

At www.newline.dk you can also find detailed information about our company, products and fabrics. You can also locate your nearest Newline dealer worldwide in our online database.

Visit www.newline.dk today



www.newline.dk



NEWLINE FABRIC TECHNOLOGY

POLYESTER FIBRES (Pe):

Polyester is the fibre most commonly used in Newline products today. Polyester is a very soft and comfortable material with high moisture wicking properties. The polyester fibres are commonly used because of the high functionality. The fibre is extremely strong and stable and is used most often in blends with other fibres. The polyester fibre is very elastic and the elasticity can be increased many times when blended with other elastic fibres. This is especially practical in garments that are worn next to muscles and joints, since it follows the movements of the body.

General characteristics of the fibre:

- Highly crease-resistant
- Withstands the sun
- Durable, with high tensile and rip strength
- Does not shrink when washed (follow care instructions)
- Holds its shape well
- Easy-care

COOLMAX®

(Pe - polyester) by Dupont

CoolMax® is a unique 4-channel fibre that enhances moisture movement because of a 20% greater surface area for evaporation. Soft and lightweight, CoolMax® keeps you cool when the heat is on. The fabric wicks perspiration from skin to outer surface, spreads moisture from fibre to fibre with capillary action, dries quickly through evaporation and creates cool dry comfort for high exertion activities. CoolMax® is used as a base layer, and because of the unique fibre construction, CoolMax® moves the perspiration quickly to the outer surface where it evaporates.

DACRON 107®

(Pe - polyester) by Dupont

The Dacron® fibre is a porous fibre and also thick, making it very soft and comfortable to wear. It has an insulating ability and also an extremely high breathability and therefore extra comfort. It adjusts rapidly to changing body conditions, so avoiding that overheated or clammy feeling. The Dacron® fibre can stand alone or be blended with polyester or other fibres.

MICROTOUCH®

(Pe - polyester) by Danatex

Microtouch® is a material constructed of thick fibres and is therefore not as closely woven. This means that the material is wind and water resistant and has very good breathability. The material is very soft and comfortable to wear.

SETILA® SOFT

(Pe - polyester)

The Setila® Micro textile fibres consist of a very ultra fine filament technology, which means that the fibres are very soft. In spite of this the Setila® Micro material is almost windproof, has high water resistance and very good breathability. These materials are constructed with very fine fibres and the more fibres per thread, the more effective the thread is. The moisture is still capable of penetrating the ultra fine pores that are made between the individual fibres.

WINDTECH® MICRO

(Pe - polyester) by Danatex

The Windtech® Micro fibre is an extremely light, durable and robust fibre which is almost windproof. The fibre still has high water resistance and very high breathability. This fabric offers you the benefits of: softness, lightness, water resistance, wind resistance and breathability.

POLYAMIDE FIBRES (Pa):

Polyamide, also called nylon, is one of the strongest fibres currently used in Newline products. Polyamide is used both in blends with other fibres or on its own. Its properties vary according to how it has been finished. General characteristics of the fibre:

- Does not absorb perspiration/moisture
- Dries quickly
- Durable and has high tensile and rip strength
- Lightweight and soft
- Wrinkle-free
- Windproof (100% polyamide)
- Does not shrink when washed (follow care instructions)

DRY N Aquator®

(Pa - polyamide) exclusively by Newline®

The DRY N Aquator® material consists of special polyester fibres on the inside, which act like a pump transferring perspiration to the next layer. Transporting the moisture directly to where it is dispersed over a wide surface area for quick evaporation. The outer surface consists of a water-holding nylon yarn, which prevents water from penetrating the material. Combined with Lycra®, it gives the fabric a unique fit and elasticity.

MERYL®

(Pa - polyamide) by Nylstar

This is a material with superior flexibility and durability. The material composition 83% (Pa) Meryl®/17% Lycra® gives superior moisture control that keeps you dry and comfortable. It is based on special fibre construction with a soft inner layer that wicks the moisture away from the body to the surface of the fabric where it dries very quickly. The combination of the two highly functional fibres give the products extremely good freedom of movement and it is keeping muscles at an optimum temperature and therefore improves performance and delays exhaustion.

SUPPLEX®

(Pa - polyamide) by Dupont

Supplex® is specially engineered by Dupont to provide the soft, supple touch of cotton with the strength, durability and performance advantages of nylon. Dupont certified Supplex® is also as strong as it is soft. In blends, Supplex® combines cotton-soft comfort with the gentle support, superb fit and great freedom of movement. It is a practical fusion of softness and stretch.

WINDTECH®

(Pa - polyamide) by Danatex

This is an extremely light, durable and robust polyamide material with a high wind and water resistance and yet high breathability. This fabric offers you the benefits of: softness, lightness, water resistance, wind resistance, breathability and is machine washable.



OTHER SYNTHETIC FIBRES / CONSTRUCTIONS:

ADVANTIC®

by Danatex

Advantic® is a functional textile that optimises the comfort by transporting sweat away from the skin. The special construction of Advantic® multifibre has been developed for active sports where the athlete's demand for comfort is particularly high. The Advantic® fibre transports the moisture to the outer surface, and here it is distributed over a wide area so that it evaporates quickly. Advantic® thus prevents cooling down even after physical effort of long duration.

ELASTANE® / LINEL® / DORLASTAN®

Elastane® / Linel® / Dorlastan® are strong and durable fibres. The Elastane® / Linel® / Dorlastan® are elastic fibres, often added to non-elastic fibres such as polyester or polyamide fibres to give a good stretch to the fabric. Elastane® / Linel® / Dorlastan® has three times the strength of rubber, and it does not draw coldness like rubber. Elastane® / Linel® / Dorlastan® gives the products freedom of movement feeling.

LYCRA®

by Dupont

LYCRA® in active wear adds performance through technology, comfort, ease of movement, and shape retention. This extraordinary fibre - which can stretch up to 600 times its original length and bounce back to its original shape - allows apparel to move easily with the body and enables the athlete to perform at his or her best. LYCRA® is combined with many other fibres to give the fabric the stretch performance.

LYCRA POWER®

by Dupont

The secret of a Lycra Power® garment lies in the technology of performance-enhancing compression. It actually reduces muscle vibration - a main cause of muscle fatigue. Less fatigue means greater power, strength, and endurance.

Saba^c

By Amann Group

Saba^c is the universal sewing thread for over-average performance. Saba^c is a universal and efficient sewing thread made from high tenacity fibres. This 100% polyester core-spun thread stands not only for optimum sewing performance but also for a top seam quality. The extensive range of tickets in Saba^c ideally fit the requirements of the various industries.