

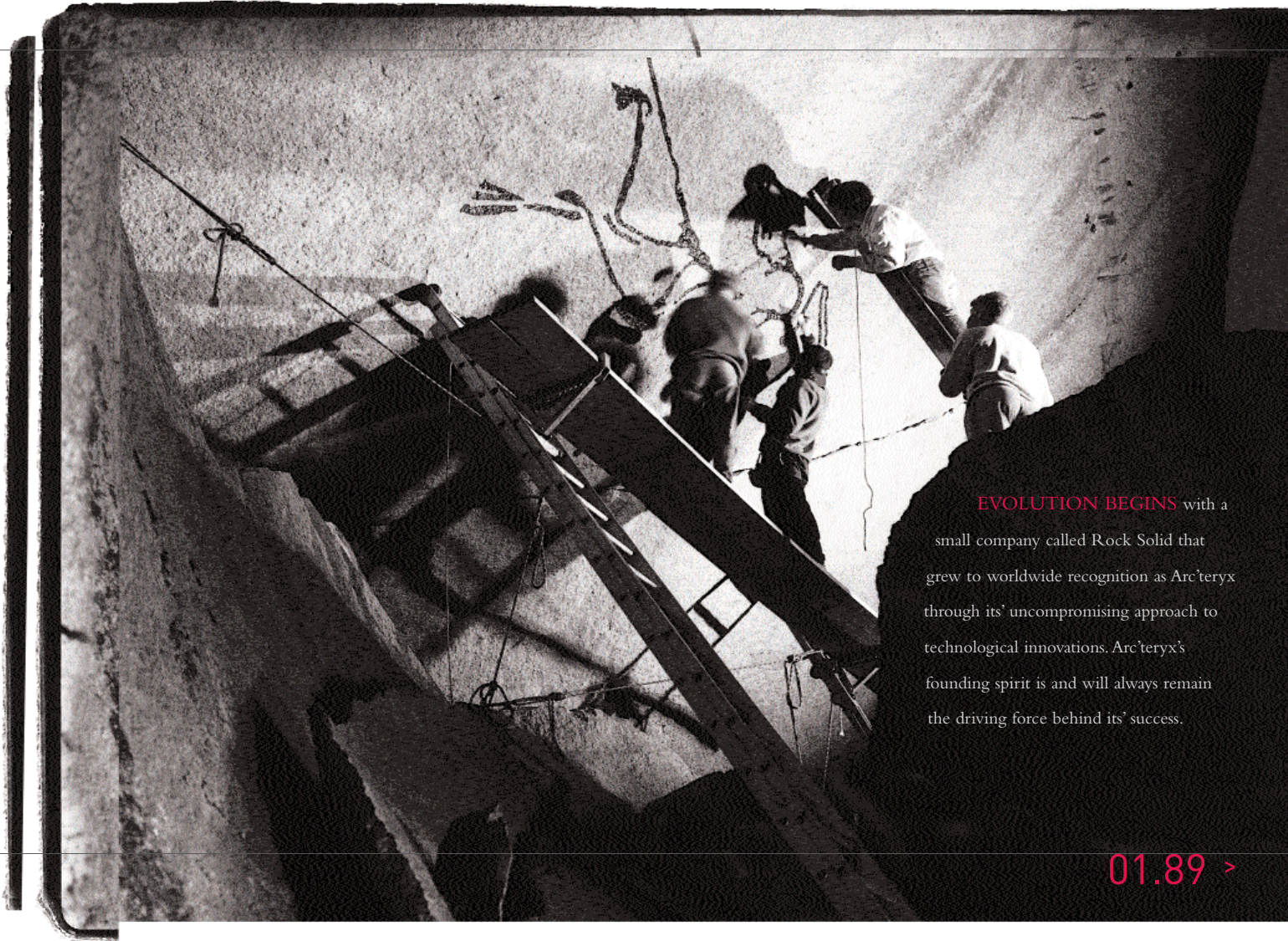
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**EVOLUTION BEGINS** with a small company called Rock Solid that grew to worldwide recognition as Arc'teryx through its' uncompromising approach to technological innovations. Arc'teryx's founding spirit is and will always remain the driving force behind its' success.

Arc'teryx has always done things the hard way. Every effort the company has undertaken has been built from the ground up. Rather than borrowing ideas or shortcutting technology, honest labor has laid claim to every innovation. From harnesses that were formed around custom molds to an outerwear factory built from scratch, sweat has been spilled over the brand. Even designing the company's first ad was an epic. Rather than take the easy route, they spent days creating a set to make sure the imagery turned out exactly right. It may seem unorthodox, but glimpsing this intensity sheds light on why the gear is so good.

Since its first sewn harness Arc'teryx has prided itself on technical innovation. Every incremental advancement developed, from the first Skaha buckle to laminated hi-loft insulation, has arisen from a true passion for product. Toiling over seam tolerances, experimenting with proprietary foams and pouring every gram of effort into the details has defined the company. Arc'teryx has consistently shed convention and worked to build new and unique evolutions of gear. This desire to innovate has bound the brand together and permeated every aspect of the company's culture.

Founded by Dave Lane as Rock Solid, the company started small. Shoehorned into Lane's Vancouver basement were four machines that turned out meticulously crafted harnesses. His attention to detail was unmatched in the

climbing world and his intense evaluation of materials clearly set him apart. Lane spent hours matching up webbing, perfecting threads and honing each individual harness. His product obsession ingrained a perfectionism in all of the brands' future innovations. Over tailgates and longnecks, word of his skilled construction slowly spread. Before long, a host of BC climbers began to seek out his carefully tailored products.

Needing the right partner to expand his reach, Dave queried the local climbing crowd. Word of his search peaked the interest of Jeremy Guard, who brought both an ambitious vision and a climber's attitude about risk to the fledgling enterprise. Grounded in both artistry and practicality, Guard introduced a unique appreciation for the aesthetic aspects of product design. His creative outlook infused the brand with characteristics that departed from the standard nuts and bolts approach. The two instantly fed off a mutual passion for innovation and an obsessive intensity, forming what would become the foundation of Arc'teryx.

## > 03.89 > THE ROOTS: A ROCK SOLID FOUNDATION

dangerously low, but the reward was a low-profile piece that made the harnesses fit better.

In the core of the climbing crowd this new buckle made simple sense. In the December 1991 issue of Climbing Magazine, Arc'teryx received the highest marks of any company in the annual harness review. The Black Ice, Carbon, Neutrino and Skaha cleaned up in the ratings and the review instantly brought validation to the new brand. Orders began to pour in from rock hotspots and the company spooled up to meet the demand.

By 1992, Arc'teryx outgrew the basement and gained a few new members. While visiting retailers in Seattle, Lane and Guard cornered Jim Purdy, a climber and natural salesman, who provided a fresh retail perspective. The three instantly meshed and Purdy was hired as the company's first employee. His faith in the brand made him an honest and convincing advocate for Arc'teryx.

Production accelerated and the company quickly adapted to a new dynamic factory environment. Skilled sewers began staffing the small Columbia Street factory to keep pace with demand. Suppliers were pushed, deadlines stretched and organized chaos reigned. All other facets of life took a back seat as the emerging enterprise now required complete commitment. Lane and Guard began to throw everything they had behind their vision.

The partners looked immediately to innovate. Their first focus was the critical linkage of the standard sewn harness. Embarking on a tedious trial and error process, they reworked buckle technology until a true innovation emerged. Christened the Skaha, this new buckle stopped webbing slippage and eliminated the need for retightening. Developing a customized piece of hardware brought the bank balance



The next logical step was reworking crag packs. Inexperienced in pack construction, they first needed to expand the base of their knowledge. Dan Jackson, a gifted spatial thinker, was hired to provide the missing pack expertise. His designs brought life to simple conceptual sketches, quickly forming into the Sebring, Miura and Khamsin. The captivating shapes made a radical visual statement and struck a chord with a growing following.

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The next phase of Arc'teryx was launched by a simple yoke. Tinkering in his shop, Mike Blenkarn designed a shoulder harness to haul his hardtail up the North Vancouver trails. Like almost all of future Arc'teryx innovations, the motivation behind this invention was to make playtime more fun. Extremely specialized, the functional benefit of the shoulder-yoke extended no further than a hardcore group of technical singletrack friends. But when this molded piece was introduced to the mix at Arc'teryx, to them, it looked surprisingly like a leg loop and set in motion interesting ideas about thermoforming.

Climbing harnesses had traditionally been cut flat and sewn, but now Arc'teryx looked to introduce a third dimension into the equation. Thermoformed shaping offered the possibility of form-fitting contours, but had no precedent. So they began building crude prototypes as the first step toward finding a solution. Salvaging a second hand pizza oven and purchasing a few sheets of foam that responded predictably to temperature changes, they started baking.

Dissecting thermomolding would be a tedious process. With multiple variables, even one small

adjustment created a heap of new problems. Temperature, process, materials and pressure all had to be blended perfectly. After many unsuccessful attempts they finally dialed in the right combination. Before long, the foam composites were being heated to the perfect forming temperature and then molded into shape around a variable radius Ikea™ wastebasket.

Designers began congregating at the North Vancouver offices after-hours to drink beer and swap ideas. In this charged atmosphere radical thoughts came fast and furious. Wrapping their heads around the challenges of thermoforming, the design crew experimented until new components began to take shape. Finally achieving the perfect balance of multi-density foam, high temperatures and rapid cooling, they gave birth to what became Vapor™ Technology.

The company worked feverishly to complete the first Vapor harness by the trade show deadline. They finally arrived at Outdoor Retailer with not much more than a polished prototype. To display the new product they suspended it from its own gear loops. Hanging seemingly in space, the belt retained its structural shape even in a third dimension. Retailers were

impressed and even though the price was twice the acceptable norm, an overwhelming majority penned orders for the Vapor.

Producing Vapor™ Technology in bulk proved another complex challenge. Rather than following industry convention and contracting out production, Arc'teryx resolved to keep the secret of thermoforming close to home. In 1994 the company scraped together all available cash and bought a hydraulic press and a sophisticated oven that would form the nucleus of the new production process.

The orders soon began to back up and the factory raced to keep pace. In the spring of 1994 the company expanded into the Harbour Street factory and started baking the new Vapors. The first production cycles were discouraging with large batches of harnesses suddenly delaminating. At one point, as retailers were clamoring for their orders, an entire weekend of production had to be scrapped due to a production miscue. Compounded by a fire in a critical supplier's factory, the production picture was looking bleak.

The team struggled to get production moving again, but nothing seemed to work. As the delivery window was perilously close to slipping away, the crew finally hit on the secret mix of variables that made volume production possible.

Blending equal parts craftsmanship, material knowledge and good karma, the Vapor began to turn out right. The company shipped every available harness and rushed to fill the back-orders. As soon as they appeared in stores, the

Vapor flew off the shelves. With demand heightened and production at full capacity, the company left climbers intrigued by its impressive range of technical achievement.



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The fit benefits of Vapor deserved a wider audience, so Arc'teryx worked to adapt the technology to backpack harnessing. Pack belts had always delivered inadequate support or ill-fitting shapes, but the team was convinced that thermomolding could soften load-bearing frames. What had started as a simple experiment with daypacks soon mushroomed into a full redesign of pack suspension.

The invigorated design crew evaluated how pack construction could be improved. Slowly, by experimenting with layers of dual density foams, the belt's shape began to change. Then the designers integrated seamlessness and complete lamination into the variable density structure. The result was a curved and cupped belt that was extremely comfortable and more evenly distributed the load.

The second discovery was that by tweaking stay configuration, hips could be freed to pivot without unnecessarily lifting the load. Structuring the supports into a V shape and linking the load directly to the belt delivered a less cumbersome carry over uneven terrain. The new framing facilitated unrestricted motion and resulted in a more comfortable carry.

Molding shoulder straps presented an even tougher task. Thick strips of bulky foam were impractical, but comfort required curvature. As an alternative, they experimented with sewing techniques. They discovered that by

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> > **03.94 > BREAKING THE MOLD:A THIRD DIMENSION**

differentially sewing parts, the shoulder straps would conveniently conform to the natural shape of the shoulder. Relying on craftsmanship to construct the right curve, the company began cranking out beautifully sewn straps.

With the next trade show rapidly approaching, designers worked around the clock to generate sales samples of the new Bora technology. While the first batch was being shuttled to Outdoor Retailer in a VW van, the rest were still struggling through the production process. The timeline was so squeezed that as the first samples were being presented, the remainder were being finished off in the back of the trade show booth.

When the Bora finally arrived it represented a radical departure for the pack market. While most other companies simply re-accessorized pack features, the Bora formed a new structural shell around the spine. While few had anticipated the need for another expensive pack, shops began buying the new Boras in bulk.

Recognizing the superior carry of the packs, Backpacker Magazine gave them a resounding vote of confidence with Editor's Choice Awards.

Practically overnight it seemed as if everyone wanted one of the new Boras. Back in the Vancouver factory, the phone began ringing off the hook. The office's one fax machine began spitting out reams of employee purchase requests from guides, shop managers and professional alpinists. Shop representation almost tripled and sales calls were received with automatic reorders. The outdoor specialty market just couldn't get enough of the new technology.

The challenge once again lay in building the abundance of orders. What seemed like an easy transfer of technology was extremely difficult to replicate. Thermoform production was far from a science, with consistency occurring only after a lengthy process of trial and error. Missteps often required complete revisions of process techniques and frustration was a common emotion on the factory floor.

For six months they struggled to iron out the production bugs. They attempted re-specifying glues, swapping out materials and experimenting with new methods of bonding foams. Molds and mandrells were remade and redrilled, and cooling systems were implemented with varying success. Then, gradually, all the critical parts fell into alignment and the Bora suspension was finally off and running.



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The biggest gamble in the history of Arc'teryx began far from home. While off climbing in the Tetons, Jeremy Guard purchased a top-of-the-line parka at a mountaineering shop. Even though Arc'teryx had never sewn a single jacket, he knew that they could build better. So after returning to Vancouver, he began building a team that could construct outerwear.

The first obvious choice was Michael Blenkarn, the inventor who had accidentally inspired the company's first thermoform. With a background in materials and in the details of construction, Mike was the perfect person to drive this next phase of technical innovation. Mike's workshop tinkering and extensive outdoor experience had already given rise to new ideas about apparel that simply needed the right outlet.

Cheryl Knopp was also enticed to join the team to perfect the aesthetic shaping of the program. Her natural eye for structure and construction brought an element of technical elegance to the testosterone driven environment and her reputation for hard work added a measured intensity to the effort. To round out the crew, Tom Fayle agreed to leave his ice climbing paradise in the Rockies and join the ride. Tom's extensive resumé of world class climbing added an even harder-edged user's perspective to the design collective. Fayle was also no stranger to shoveling sand and his work ethic strengthened the resolve of the crew.

From the first conceptual phases the new team knew that only the best waterproof/breathable fabric would work for the program. Gore-Tex® was the unquestioned leader in the field and after obsessive testing it presented the only reasonable fabric option for the company. However, market leadership also meant exclusivity and it was well known that W.L. Gore® granted few licenses due to their stringent requirements. Undeterred, Arc'teryx set out to sell the material giant on the merits of a partnership.

Working closely with W.L. Gore's local representative, Arc'teryx eventually secured a meeting with the potential supplier. Knowing that only one membrane would work for the apparel undertaking, Mike and Jeremy spent two days convincing Gore to partner with their small Canadian company. They eventually swayed the panel by stressing the benefits of working together to advance fabric development. The pair returned to Vancouver with a Gore license and an intimidating fabric commitment in hand.

Back in the factory, the designers began the development process. Committing to Gore's fabric minimums had been a risk for a conceptual apparel program and the company resolved that this endeavor would need to be properly structured. So on a large piece of cardboard they sketched out five jackets based on the end user that would form the program's foundation. This line plan ranged from the most

serious mountain athlete to the less intense outdoor activist, covering the full spectrum of users.

Initially blocked out as a one-year cycle, the design team struggled to overcome the functional challenges of innovating apparel. Failing under the pressure of their self established standards and, underestimating the hours-per-inch required, the entire program was delayed for an additional year. This new timeline increased the financial pressure on Arc'teryx and magnified doubt within the industry.

At this point the team intensified their efforts, tightening seam tolerances, reconfiguring zipper technology and building structure into the garments. They poured over patternwork to hone new shaping and, working closely with Gore, they pushed for a more breathable three-layer fabric that would eventually deliver a new higher performance XCR™ membrane.

They studied the intricacies of affixing fabric components, integrated precise cutting technologies and removed the inaccuracies from the cutting process. Seam tape was die-cut for a narrower seal and a less redundant overlap. Shaving grams from construction, these shell prototypes started getting less stiff and a whole lot lighter.

Counter to every rule of sewn construction they started eliminating stitched seams. The objective

was to minimize the need for needle punctures by gluing pieces together. Since no roadmap existed for their task, they created an atmosphere where they could develop and test their ideas about textile bonding. After months of eighty-hour workweeks and intensive rounds of evaluation they eventually hit on the right formula that would finally fuse their fabrics together.

The biggest departure from conventional construction was developing a WaterTight™ zipper. For some years Mike Blenkarn had been focused on the performance benefits of eliminating bulky double-flap zips. A new charge toward refinement generated a urethane coated, smooth sliding zipper. Making the component function properly demanded months of affixing, testing and evaluating different derivatives. After an all-consuming effort, the zipper was finally perfected and a new phase of connection technology was underway.

As the apparel launch approached, the pieces were assembled into finished form. The new line was packed with innovation that the average alpinist couldn't yet envision. The shells were lighter, worked better and were infused with a technicality that was hard to quantify. But the question remained, would enough be sold at their introduction to keep the maxed out company afloat?

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Arc'teryx had grown accustomed to the chorus of naysayers. Competitors often scoffed at the brands' ambition and bristled at their confidence. The lumbering industry seemed almost eager to discount any attempts at meaningful innovation.

Stuck in a rut of offshore production that simply recycled the same technology, complacency loomed like a black cloud over apparel thinking.

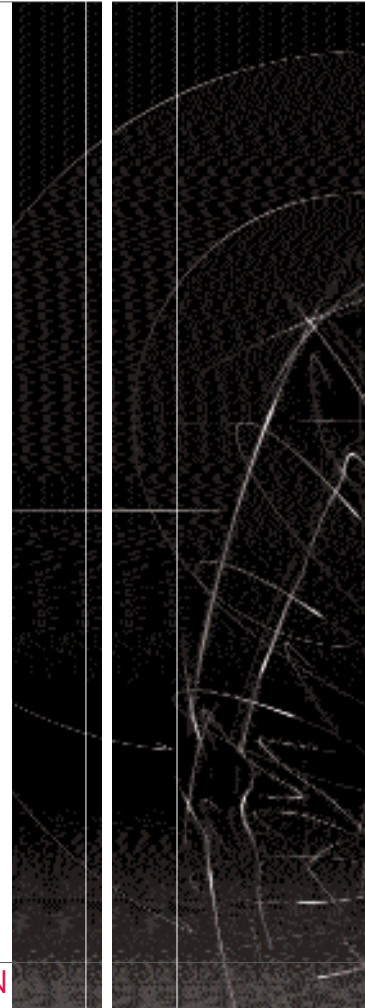
A two-year development cycle had left Arc'teryx tapped, drained and gripped. If acceptance didn't come quickly the financial viability of the company would be in doubt. Once again upping the ante, they pushed technology beyond what was palatable. In the weeks leading up to the introduction at the '99 Outdoor Retailer show, Jeremy Guard's all consuming thought was that if 2,500 jackets weren't sold he would be forced to come home and close the factory.

But it became apparent on the show's opening day that the outerwear would be an unqualified success. The retailers buzzed excitedly around the booth and instantly approved of the new designs. Jayson Faulkner, who had undertaken the mammoth task of managing the launch, began presenting retailers with gear that was unrivaled in its sophistication. The biggest shops began asking how much they could buy and how soon it would arrive. Within hours, the first season's production had been sold out.

The defining piece of the new outerwear was its WaterTight™ zipper. This one simple refinement made the entire industry take notice. It was unquestionably innovative and looked dramatically different. The connection streamlined shell construction and set a new standard for apparel innovation. Approval echoed through the outdoor community and competitors rushed to copy the new technology.

Over the following season approval was lavished on the new outerwear. The company quickly collected an Apex Award and an American Alpine Institute Guide's Choice Award; accolades and glowing reviews poured in. Backpacker, Climbing and Outside Magazines all put the new products to the test and gave them highest marks and coveted industry awards.

The new shells exemplified everything Arc'teryx believed about technology. Constructed with less bulk, they were much lighter, more compressible



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01.98 > OUTERWEAR INTRODUCTION:SAVORING TECHNICAL SOPHISTICATION



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and shaped for athletic profiles. Tighter stitching and less barrier taping made them breathe better and the die-cut finishing gave them a polished precision that set them worlds apart. As a result they performed better in harsh conditions and simply made the alpine experience better.

Like all of the company's technological leaps the new outerwear arose not from motives of sales projections or design briefs, but from personal crusades to create the finest product available. The self-taught design staff built on their experience as dedicated alpinists to

cultivate legitimate and necessary innovation. This passionate desire to provide fellow mountain travelers with exponentially better product solutions is what made all of the company's leaps so innovative.

What was even more astounding about the line's reception was that a new appreciation for apparel craftsmanship emerged. The shells were viewed through a new aesthetic lens. The tailoring was so meticulous that users fell hard for their smoothness.

In a few short seasons, Arc'teryx stood apart as the most influential outdoor apparel innovator. Their sales dominated the technical end of the market and competitors shied away from high-end hard shell construction. WaterTight™ zippers were integrated into the manufacturing

mainstream and the brands' designs were often mimicked with mixed results. But in the eyes of the alpinist, Arc'teryx emerged as unquestionably the best brand of technical apparel available.

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Ramping up for apparel production posed a tough problem for Arc'teryx. In the outdoor world, building a domestic garment factory went squarely against the grain. The massive advancement of technical innovation made the endeavor even more daunting. With no basis for comparison, they simply couldn't predict what would be required to deliver on the demand.

The company severely underestimated the scale of the first season's production. Expecting at first to add twenty new sewers to the production staff, the tedious construction process eventually required three times the manpower. Each jacket took more than two hundred manufacturing steps. Posing a nightmare scenario of cost and

effort, just filling the initial orders presented a slew of problems. But determined to make things work, the design staff worked diligently to impart the sewers with the craftsmanship required for production.

Every new material component presented headaches for production. Integration and commercialization problems bogged down the process. The innovative nature of the designs meant that many of the parts had never been pieced together in a factory setting. Brand new fabrics arrived in defective rolls, glues wouldn't hold and WaterTight™ zippers bled onto pre-dyed fabrics. Patterning, grading and marker issues created a conflicting patchwork. Heat bonding fabrics made them shrink at different rates, wreaking havoc with predictability.

The factory staff braced for the production challenge. They adapted the new techniques and creatively solved problems that threatened to grind the process to a halt. With painstaking precision the most skilled sewers slowly churned out what amounted to countless handcrafted finished pieces. Before the end of the first production cycle, costs were hemorrhaging and a considerable personal toll had been inflicted on the company.

With profits eroding and tension building, it became clear that the factory couldn't continue on its current path. The company began an engineering study that would provide some efficiency answers. Each individual step was documented and analyzed to the smallest detail. Every aspect was carefully scrutinized and evaluated for inefficiencies. After almost a year of study, management was finally confident that production could be streamlined.

The factory began implementing a system that could track the manufacturing process. This new tool allowed them to measure individual performance and create benchmarks for the complicated steps of apparel production. With detailed tracking, talented workers could shine. The company began rewarding superior craftsmanship, identifying the most knowledgeable employees for leadership and elevating the collective skill of the entire factory.

As the company continued to grow, production constantly needed more space. For five consecutive years the factory had been relocated and now was crammed into a collection of ill-fitting and isolated locations. So, in the spring of 1999, Arc'teryx finally acquired a space that was suitable for the production enterprise. Now functioning in a single one-acre Manor Street location, communication was improved and machinery was modernized. With increased efficiency and a sleek space, production finally started to come off without a hitch. Output and consistency had improved rapidly under the management of Tyler Jordan, who from this point forward was tasked with Production as well as Finance.

In the beginning stages it was not uncommon for entire weeks of production to be relegated to second status. Shipping was constantly struggling to match commitments, with preseason orders often arriving months late.

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09.99 > BUILDING MOMENTUM: DELIVERING ON DEMAND

By 2002, Arc'teryx had grown so successful that they once again outgrew their home. Taking over another building for warehousing they doubled the size of the operation.

With loads of new space, output capacity could now match consumer demand. Recognized for their superior workmanship, the company predictably turned out the best product available. Manufacturing ran without a snag, quality was spectacular and Arc'teryx sized up the next challenge.

But by 2001, efficiency had increased five fold and shop shipments arrived consistently on time. Outerwear production had grown from an obscure out-building with twenty sewers to the predominant unit in the new facility that required over two hundred skilled craftsmen. Despite the inherent difficulty of building a factory filled with unprecedented technology, the investment had paid off.

Hindered throughout by manufacturing complexity and growing consumer demand, they eventually achieved a seamless smoothness. Arc'teryx had maintained tight control on their product, enabling them to build apparel exactly as they envisioned. The new process met both the necessity of profitability and the brands' tough expectations of perfection.

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Every Arc'teryx innovation had been forged in the mountain environment. Arising from the demands of harsh climates and functional challenges of alpinism, the products thrived under tough conditions. But as the company grew it became obvious that they were ignoring a market that deserved innovation all their own. Inspired by the unique demands of the backcountry descent culture, this big mountain market became the next focus.

Continuing a company tradition, Arc'teryx searched for an avid user who exhibited a personal passion for descending and a willingness to affect change. The company found an eager advocate in Tom Routh. Routh's diverse riding background and willingness to bend the parameters of design made him the perfect crusader to spearhead the brands' entry into a historically unforgiving market.

The big mountain core was initially skeptical of the brands' intentions. Tired of halfhearted and dishonest crossover marketing attempts, the snowsports culture was ready to discount any

attempt at infiltration. But rather than putting a glossy spin on the same product, the design crew attacked 'Descent' with a plan that resonated in the core of the community—deliver honest and exceptional innovation.

For eighteen months the brand evaluated every aspect of big mountain apparel. Design tackled unique riding and skiing problems, searching for the right solutions. Innovations were scrutinized from a critical downhill perspective and tested for functionality in this unique arena. As the program matured, 'Descent' developed an avalanche of technical refinements that spoke directly to the snowsports user.

Seam allowances were tightened allowing tiny seam taping on the new outerwear. Progressive fabrics and construction fusions were harnessed giving rise to specialized hybrid, wool and lamination technologies. One-pull hoods, laminated radio pockets and fused powder skirts were integrated into the designs as innovative new derivatives of backcountry function.



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## 02.00 > BIG MOUNTAIN FOCUS: A NEW SENSE OF GRAVITY



But, the marquee innovation in 'Descent' was the curved zipper. Solving a problem that was unique to descending, it moved the slider away from the chin. Creating a bend in WaterTight™ technology was tough. Multiple radius curves impacted closure, were difficult to construct and even harder to commercialize. But after countless frustrating hours of problem solving and multiple unsuccessful attempts, the curved zip finally worked to perfection.

The most remarkable departure for the brand was that the 'Descent' line appealed to a more

progressive crowd. Style became a defining element of the product, not just a by-product of good technology. The apparel seemed to strike the right balance between sleekness and technicality and erase the market's resistance to innovation. Functionally casual cuts provided room to move and appealed to a more particular demographic. Fabric sublimation gave the new designs a distinctly individual identity and the sculpted shapes provided a look of sophistication.

Packs were also designed specifically for logging vertical footage. A precise attachment system was

honed and highly sheddable fabrics were sourced. Volumes and suspensions were fine tuned for demanding daily descent use and a new rolltop closure system was perfected that made access in the backcountry simpler.

Arc'teryx premiered the new 'Descent' line at their first ski and snowboard show in 2001. It was a different environment for the brand but devoted users seemed to sense technical honesty. Big mountain riders quickly recognized the obvious merit of the new innovation. Before long, a previously ambivalent subculture developed a taste for Arc'teryx precision.

The new 'Descent' apparel began to permeate the big mountain environment. Knowledgeable shops sold out of Arc'teryx gear and the Sidewinder jacket quickly became a top company seller. Powder Magazine, Couloir and Transworld Snowboarding heaped praise on the snow line. The company plowed forward with new shred-specific innovations and the market's appetite was whetted for more.



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Since the first technological leap, the rapid rise of Arc'teryx had been paced by innovation. Repeated rounds of groundbreaking product evolutions cemented the brands' reputation as the unquestioned technological leader in the outdoor market. Harnesses gained a third dimension, pack technology conformed to a new standard of fit and outerwear attained a higher level of technical precision. The company extended its technical leadership into the snowsports environment and introduced a steady string of incremental product leaps like laminated soft shells, bonded high loft insulation, ultralight pack technology and hybrid fabric fusions.

To accomplish these milestones, research and development had always received the bulk of the company's resources. Infrastructure raced to keep pace with growth that often dwarfed rational predictions. Repeatedly, the dedication of the company's employees overcame tight resources, high expectations and the demands of exponential growth. By 2002, the brand had streamlined production, upgraded infrastructure and began to function more smoothly.



Arc'teryx had achieved both sustainability and profitability. The brand was now the unquestioned center of influence in the mountain subculture.

Recognizing the broad impact of the brand, Salomon SA inquired about purchasing Arc'teryx. While many had courted the brand, none meshed as perfectly as Salomon. Both companies were marked by a complete devotion to technological innovation and rooted in a passion for their respective sports. The cultures connected on an unparalleled level of product appreciation.

In 2002 Salomon purchased Arc'teryx and became the perfect mentor for the mid-sized brand. Salomon had no interest in changing what worked and they trusted that the internal ethic of perfectionism plotted a course that need not be altered. What Salomon did share was extensive knowledge about technological

leadership and access to a vast array of resources that expanded the possibilities for Arc'teryx.

As the next horizon appears, Arc'teryx sees only a new canvas. The designers have charged forward with characteristic religious devotion in an effort to spark even greater revolutions. At the core of every ongoing effort is an intense devotion to the honest aspects of radical innovation with the unyielding focus of remaking the mold of conventional product. Also at the core is a defining passion that sets them apart. With its' heritage of innovation Arc'teryx ventures into the future, knowing anything is possible.



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## MILESTONES

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VAPOR

BORA 70



VAPOR™ TECHNOLOGY



EV® 50



INTERNAL SEAMS



SURE FIT LEG LOOP



BORA TECHNOLOGY



BORA HIPBELT



BORA SHOULDER STRAPS

Created as a 3D alternative to the standard sewn selection, our Vapor harness introduced thermomolded technology to the climbing world. While alpinists focused their energy on ascending above the horizontal plane, construction thinking had been grounded by cut and sewn convention. Adding a third axis to design, we concentrated on baking variable thickness foams into true form fitting shapes. Our new technology introduced radical revisions of incremental tapering and sophisticated shaping. The resulting silhouettes conformed to the contours of climbers, instantly elevating the standard for comfort, mobility and performance.

Before our waistbelts could take shape, we needed to find a foam that would withstand the heated intensity of thermoforming. What we discovered was EV® 50, a superior closed cell foam created through high pressure nitrogen impregnation. Due to its high degree of uniformity it didn't experience thermoforming distortion and it promised to hold shapes for decades. The foam was extremely lightweight, immune to extreme temperatures and vigorously opposed any compression. To our designers the convergence of these characteristics seemed miraculous, so we worked EV® 50 into our line, solidifying a critical component in a newly formed standard of fit.

It may seem like basic construction theory to protect seams, but a heap of existing designs exposed these significant linkages to wear. Our idea was to internalize threads, sewing components like socks and turning them inside out. This technique not only significantly reduced wear, but also resulted in less abrasive edges and a more comfortable fit.

While climber thighs have always come in varying circumferences, prevailing leg loop thinking remained static for far too long. Our Sure-fit design increased tolerances for differing body types by adding three inches of loop adjustment range. Wearing a harness became instantly more comfortable since fit was now tailored to a wide range of shapes. What followed within the rock community was freedom from constriction and a new attitude about slack.

Moving over rugged terrain required a new outlook on inflexible notions of load transfer theory, so we tweaked staid suspension technology. By reconfiguring support into a structural V, hips were freed to pivot on steep steps without unnecessarily lifting the load. Our integrated design linked the packbag directly to the sides of the waistbelt with composite rods, efficiently transferring weight to the body's best load bearing parts. We also added the cushy feel of air channel pocketing and the conformity of stretch woven fabrics to pack comfort. And finished with a compression molded back panel, this anatomically shaped technology made hauling heavy loads a lot less burdensome.

Thermoforming created new possibilities for precision, so our next logical step was reworking the most critical load bearing linkage. By blending four layers of variable density foams into a heat molded crescent, we shaped a revolutionary advancement in waistbelt comfort. This new pre-curved and cupped shape maximized contact regardless of anatomical variability. Our design also capitalized on a revised webbing exit angle that fine tuned tilt to match the arc of individual hips. Our encircling connection eliminated pressure points and evenly distributed the load forces for all shapes and sizes.

Straight straps had always left hikers shouldering uncomfortable loads, so we introduced the concept of permanent curvature to this important backpack component. Differentially sewn with dual density foams, our shoulder straps were graded on a new curve. The design not only molded shape to shoulder, but also added a predictable amount of compression to the pack straps. This new material advancement resulted in less shape shifting, greater load stability and an energizing plushness.

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THETA LT



#### WATERTIGHT™ ZIPPERS

Conventional shell design had always viewed zippers as weak points that needed reams of weatherproof reinforcement. But after ten years of thoughtful development we introduced a urethane coated, long-lasting and smooth sliding WaterTight™ zipper. The new design eliminated the need for bulky double flapping and shed grams from traditionally overweight construction. Taking the outdoor world by storm, this seamless connection set the new technical standard.

#### ZIPPER GARAGES™

Creating a weatherproof home for our zippers was more than a simple detail. To prevent the slider from breaching this new zipper's WaterTight™ security, we handcrafted a sheltered resting place. We discovered a new material that could withstand the extremes and sculpted the perfectly shaped barrier to leakage. With this subtle seal, our zippers now ensured a secure WaterTight™ shell.

#### THREE LAYER GORE-TEX®

GORE-TEX® had always set the waterproof/breathable standard and was eager to work with us to increase the durability and breathability of their PTFE membrane. Our hard shells were the ideal proving ground for this new XCR iteration. The new three-layer fabrication more effectively regulated internal microclimates, guaranteeing another level of dryness in soggy environments.

#### STITCH COUNT

Eight stitches per inch had been the outdoor standard until we designed a manufacturing process that tightened the gap. By adding 50% more stitches per linear inch, our homegrown tailoring raised the bar for apparel construction. The result was not only exponentially increased garment strength, but also a new appreciation for the finer points of 'seamanship'.

#### NARROW/DIE CUT SEAM TAPE

To stop leaks, seams are religiously sealed. But thick strips of tape have always added unnecessary weight, blocked breathability and resulted in a crinkly feel. Working with Gore®, we developed a narrower tape that could be die-cut to precisely match seam lines. Without the drawbacks of excessive width or redundant overlap, this new refinement reduced weight and increased packability, yet delivered a securely sealed shell.

#### DRY CUFFS™

Keeping out all the elements required a weatherproof wrist closure. We upgraded the standard velcro pull-tab with die cut componentry that was more efficient and functioned more effectively. Our lamination technique not only eliminated threads that sucked up water, but also provided a repeatedly precise closure. The cumulative effect was less long term abrasion, increased component strength and a tighter waterproof seal.

#### LAMINATED CHIN GUARDS

Bunkering inside your shell is tough enough without needing to worry about fabric wearing your chin raw. To mitigate this we settled on lamination as the softest way to add an element of protection. Our solution was lighter, more functional and more compact than traditionally affixed components.

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SEBRING

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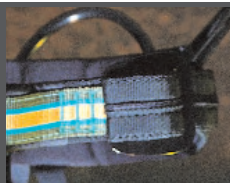


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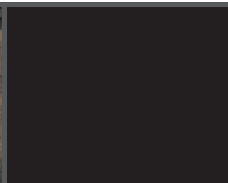
KHAM SIN 50

BOREA



SKAHA BUCKLE DESIGN

Constructed from 7075-T6 aircraft grade aluminum, this buckle took harness technology to new heights. The custom made, epoxy coated piece featured internal stabilizer horns that prevented webbing from slipping. This small linkage ended the need for repeated harness retightening and facilitated a more secure fit.



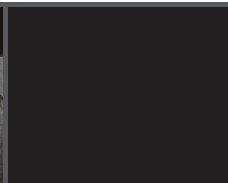
ZIPPERED SIDE LOBE ACCESS

By introducing dual zippered side entry, our unique panel loading hybrid opened up new access possibilities. The peel open sides offered unrestricted access to the entire daypack. Focused on alpine applications, the dual lobe design made organizing heaps of climbing gear or locating specific items less of a daunting task.



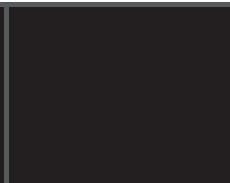
STRETCH WOVEN BACK PANEL

Packs long looked to supportive stays as a sole means of comfort, but back panel fabric sucked moisture, grabbed snow and offered little support. We integrated a stretch woven shell to the underside that significantly upped carrying comfort over long and arduous hauls. This new fabric ensured bomber durability, better temperature regulation and snow shedding function on all of our contact surfaces. As a structural upgrade, the soft shell under-belly brought breathability, durability and elemental resistance in line with necessity, and provided all-day spinal comfort.



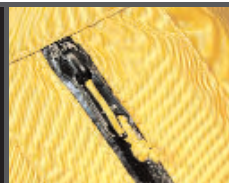
BOREA HIPBELT

For day-sized loads we pared down our load bearing belt for greater weight savings. This new thermoformed creation featured a triple density thermoformed foam laminate, which was designed specifically for ski touring and alpine climbing. The curved and cupped belt customized comfort for lighter and faster applications.



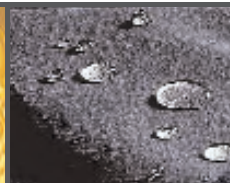
BOREA SKI PACK FEATURES

Creating a pack specifically for backcountry skiing required some specialized detailing, so we developed a host of sliding scale refinements. Our quick release ski attachments used Hypalon™ fabric, which resisted edge wear and gripped sticks securely, while the front access kangaroo pouch provided quick stashability for skins, extra layers or safety gear. We even added a pit pocket for stability studying tools and a seat mat for belaying and bivying.



SNOW SHEDDING FABRICS

Finding snow resistant fabrics in a Cordura dominated market proved a difficult task. But our discovery of high tenacity Spectra cloth infused our winter worthy packs with a smooth snow shedding finish. Not only did this pack cloth stay dry in wet conditions, its superior tear strength and abrasion resistance allowed us to go easier on the thickness and cut down on pack weight.



LAMINATED STRETCH WOVENS

While soft shell fabrics had been used before, we worked with Malden Mills to pioneer technology that laminated complimentary woven fabrics together. Our first fusion brought together the superb weather resistance of a stretch woven exterior with a soft wicking interior. This new revolutionary fabric offered a versatile combination of breathability, durability and mobility, which radically revised layering theory.

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GAMMA SV

ALPHA SV SUIT

05.99

ARRO 16



HYBRID TECHNOLOGY



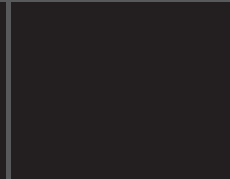
IN-STEP PATCHES



ARMORLITE™ POCKET



LAMINATED CONSTRUCTION



CURVED ZIP



OPTI™ RADIO POCKET



LAMINATED POWDERSKIRT

For dedicated ice climbers who recognized the benefits of stretch woven technology, but still required hard shell security, we brought together the best of both worlds. Our first hybrid married a waterproof/breathable upper for protection with a soft shell lower for unsurpassed mobility. The two tiered suit offered a perfect blend of performance for alpinists, that was geared specifically toward ascending.

Engineering our cuffs to withstand sharp-sided abuse required exceptionally tough reinforcement. We opted for a bomber nylon, infused with bullet proof Kevlar, to provide pointed protection. A significant upgrade on the Cordura norm, our material selection resisted cuts, water and grime with elan.

To shield against the harsh elements of the alpine world we selected a fabric with tortoise shell toughness. Melding a textured urethane exterior and a high tenacity nylon interior, this fabric was an ideal weatherproof ingredient for our Rolltop packs. Paired with a WaterTight™ zipper, our versatile front pocket proved the ideal application for this bombproof textile.

Seam punctures have always been a sticking point for us, so by laminating components we significantly streamlined our construction process. With pit zips, pockets and hems glued, rather than stitched, we reduced the bulk and notched up durability. Our tightly bonded shells, weighed less, lasted longer and had fewer holes than the excessively needed competition.

Our goal of moving the zipper off to the side required a feat of geometric engineering. Plotting a new course for our WaterTight™ zip meant blending variable radius curves into a smooth sliding S-turn. By moving the slider sideways, our super soft collar stayed in place and functioned properly whether zipped up tight or hanging half-open.

Improving communication was our objective for introducing an instant access radio pocket. By using a transparent material, the pocket lets you check the channel at a glance and communicate your intentions without delay. Component lamination prevented layers of bulk from building up and the bicep location allowed one-handed manipulation even while descending.

Powderskirts have always presented an obstacle to breathability and bulkless construction, but by utilizing lamination techniques we eliminated the need for invasive seamwork and barrier taping. Bonding skirts and drawcord tunnels directly to the interior provided powder protection without altering membrane performance, adding unnecessary weight or restricting compressibility.

01.00

BETA AR >

04.01

SIDEWINDER SV >



M40 >



SPEEDHOOD™

Instead of cinching down bulky excess with multiple cords, this hood changed shape with a single pull. A self-locking cordlock made the two cord system a snap to secure. Internally contained shockcording sealed the closure and exited only behind the head, so fabric no longer whipped around in the wind. Allowing unobstructed vision, this hooded design provided a new panoramic view.



DIE CUT HYPALON™

Standing up to abusive edges necessitated that we seek out a new standard of material durability. By using die-cut Hypalon™ where boards attached, our packs resisted wear from stone sharpened or rock damaged edges. In addition, our designs were rounded out with curved components and shapes, which offered greater resistance to snagging and resulted in a longer lasting backcountry pack.



QUICK RELEASE POLE GRIP

By using this clip our packs provided a strapless attachment for poles and handles. The ovalized molded clips were affixed to the pack body by a small bungee, providing a secure attachment for almost any diameter object. The new clip never needed to be tightened, could be easily manipulated with gloves and eliminated the frustration of hassling with Velcro®.



PACK FENDERS

A stretch woven extension of the waistbelt, these side panels prevented snow from building up between you and your pack. EV® 50 thermoformed foam maintained shape and the stretch woven shell shed snow. The winged design also secured large loads from shifting or bouncing during deep snow descents.



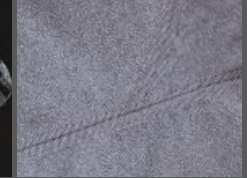
WRAP SYSTEM™

Our patented board carrying system provided a new perspective of independent thought. The grippy Hypalon™ cuff secured the ride independently of compression straps, which then sucked the cuff securely into the fold. As a result, side webbing could be adjusted or unclipped to provide pack access without affecting attachment. The grip of the system was so secure that a bindingless board could be carried without slippage.



DRY BAG™ CLOSURE

Bringing rolltop closure to the snow sliding world elevated weatherproof expectations. The Drybag™ technology was easy to use with gloved hands and when detailed with our WaterTight™ zippers, sealed out every degree of winter wetness. The design also provided a wide mouth opening to the pack's contents and allowed quick access even with descent tools attached.



TINY TAPE

By introducing even smaller taping we shaved nine millimeters of width. Using tiny tape made our shells even more supple and shaved grams from already lightweight construction. And with less tape sealing off breathability, the performance of our shell was drastically improved.

04.02

JAVELIN SV >

07.02

GAMMA MX >

FISSION SV >

01.03

ALPHA GLOVE >



1/16" SEAM ALLOWANCES



GORE-TEX® SOFT-TECH



LIGHTWEIGHT STRETCH WOVENS



NON QUILT CONSTRUCTION



3D ANATOMICAL GLOVE INSERT



THERMO KNUCKLE PADDING



PITTARDS® ARMOR-TAN® LEATHER

Tightening our tolerances even further, we succeeded in implementing 1/16 inch seam allowances. Four times tighter than industry norms, these carefully sewn lines eliminated topstitching and concealed thread inside the seam. This technique improved wear resistance, allowed for tiny taping and resulted in a supple, superiorly crafted shell.

For the daily demands of storm shells we integrated this three-layer fabric into our Javelins. A brushed polyester knit interior made this waterproof/breathable soft, supple and silent. And as a key component for our multi-use apparel, it exposed a silky and stylish side to our technical apparel.

For backcountry aerobic applications, thick soft shells were overkill. So we harnessed the power of a lighter weight stretch woven textile that focused on moisture transfer and warm weather comfort. These garments maintained weatherproofness, mobility and versatility, but also ratcheted up breathability for the hyperactive core.

Constructing a puff jacket without quilting significantly expanded the potential of backcountry insulators. By laminating synthetic lofted insulation directly to the interior fabric we eliminated seam punctures, bulky tape and loft-limiting compression. This uniquely constructed fusion of synthetic Primaloft® and a waterproof shell upgraded all weather performance on the old patchwork of puffy styles.

Historically, waterproof glove inserts have essentially been handbags that are crammed inside anatomically shaped gloves. But by working with Gore® we created a naturally curved insert that reshaped existing technology. As a result our gloves offered dramatic improvements in dexterity and they have a truly anatomical fit.

Because they take a serious pounding, ice gloves require serious knuckle protection. In the past, affixing these pads with stitching created weak points on every digit, so we utilized our heat molding technology to fuse these pieces in place. Asymmetrically customized and bonded directly to shell fabric, this design refinement delivered hard hand shell confidence against frozen fingers and fractured fists.

Achieving a new level of handwear technology required a natural material upgrade. Treated to repel water and enhanced by encasing fibril bundles with ceramic armor plates, this superpowered leather provided our answer. It bestowed toughness, dexterity and moisture resistance on a good grip of our gloves.



“Arc’teryx and Gore both have a heritage of product innovation, pushing the limits in order to provide the best possible product for their customers. Both entities have always believed there is no option other than excellence.

We believe this valuable relationship has complemented Gore’s ability to research and engineer products that have both stimulated the outdoor marketplace and re-energized the outdoor community.

Arc’teryx also played an important role in the launch of GORE-TEX® XCR fabric. Their commitment and drive, with fresh designs and innovative technical features, clearly helped to take GORE-TEX® XCR garments to the next level of evolution.”

STEVE SHUSTER, GORE BRAND MANAGER  
W.L. GORE®

“When a little climbing company from Vancouver approached us with a need for a fabric that had more breathability and stretch than a shell without giving up the benefits of a shell, we went to work. We love a challenge. Working together to refine the functional parameters, we developed what evolved into a new series of fabrics known as Polartec® Power Shield® and a new category of garment known as soft shell. Arc’teryx has been a tremendous partner and true innovator in developing the market for soft shell apparel. We look forward to their next ‘impossible’ request”

DOUG LUMB, PRODUCT DEVELOPMENT  
MALDEN MILLS INDUSTRIES, INC.

“Schoeller’s relationship with Arc’teryx has been one of true innovation and partnership. Being a leader in the outdoor industry relies on continually producing cutting edge designs and utilizing the best technologies in the market to make the highest quality products possible. Arc’teryx epitomizes this drive by pioneering new approaches to and promoting the evolution of outdoor apparel and technologies.

Arc’teryx worked closely with Schoeller to help kick start the soft shell revolution. With lofty technical requirements and an eye for detail, the two companies worked together to develop new styles of fabrics that could meet the exacting demands of today’s outdoor enthusiasts.

These new innovations allowed for the development of garments that helped redefine layering systems and create an entirely new product category called ‘soft shells.’

The combination of progressive design approaches and commitment to the highest level of quality propelled Arc’teryx to become a true leader in outerwear technology.”

TOM WEINBENDER, PRESIDENT,  
SCHOELLER® TEXTILES USA