

Spring 2017  
**Workbook**  
North America

**patagonia**<sup>®</sup>





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# What Do They Mean?

A guide to the logos and symbols you'll find in this workbook.



## GORE-TEX®

GORE-TEX® products provide durably waterproof/breathable and windproof protection in a wide range of outdoor activities. Construction techniques vary depending on the end use of the product.



## Polygiene® Permanent Odor Control

Polygiene® neutralizes odor by stopping the growth of odor-causing bacteria and fungi. Clothes stay fresh, odor free and can be worn several times without laundering. Also, Polygiene makes clothing last longer because bacteria and excessive washing don't break down fibers as quickly as they do on untreated material. Polygiene is safe next to skin and it's bluesign® approved.



## PrimaLoft® Gold Insulation Eco

Thermally efficient 100% polyester (55% recycled) insulation that's hydrophobic, highly compressible and maintains 96% of warmth, even when wet.

## PrimaLoft® Silver Insulation Hi-Loft

100% polyester insulation that's warm and incredibly lightweight for sustained performance in wet or dry conditions.



## Polartec®

Polartec® fabrics are among the most advanced performance textiles available today. Its collection of over 300 different fabrics are designed to keep you warm, dry and, most important, comfortable in a variety of outdoor activities.



## UPF (Ultraviolet Protection Factor)

Patagonia products with the UPF designation provide built-in sun protection that won't wear off. We select lightweight and breathable yarns and sometimes use special finishes (especially for light colors) to achieve sun protection. Patagonia clothes with rated UPF protection are tested to

meet Australia/New Zealand or AATCC protocols. A rating of 25-39 earns a product a rating of "very good"; a rating of 40-50+ earns a product a rating of "excellent." Tested in accordance with Australia/New Zealand test methods AS/NZS 4399 or AATCC 183/ASTM 6603/ASTM D6544.



## Patagonia H<sub>2</sub>No® Performance Standard

Patagonia's benchmark for waterproofness, breathability and durability, which ensures a high level of long-term performance backed by our Ironclad Guarantee. H<sub>2</sub>No® Performance Standard products undergo the most rigorous testing in the industry. Killer Wash is Patagonia's proprietary wet flex test that simulates years of use in drenching conditions. The H<sub>2</sub>No waterproof standard for shell garments is 20,000 MM before and 10,000 MM after our

Killer Wash test (per JIS L 1092 B). We also send our ambassadors and testers into the field to punish these garments in every possible condition to expose any potential weakness in materials or construction. We reject any garment that does not pass our tests, regardless of technology or fabric supplier. Whether it's a bomber 3-layer alpine shell or a pared-down rainwear piece, the same rules apply.



## RECCO® Rescue System

The RECCO® Rescue System is a two-part technology. Ski resorts and rescue teams carry RECCO detectors. The detector sends out a search signal, which is echoed by RECCO reflectors worn by skiers, riders and other outdoors people. The signal is directional and when bounced back directs the rescuer straight to the reflector. RECCO reflectors do not prevent avalanches, nor

do they guarantee location or survival of a buried or lost person. Reflectors are also not a substitute for an avalanche rescue beacon. However, when someone needs more help than their friends can provide, RECCO reflectors do provide another chance. More than 700 resorts and rescue services use the RECCO Rescue System.



## Regulator®

### R1® — Multisport Versatility

Our most adaptable midlayer, minimally designed for maximum function, now with an exclusive Polartec® Power Grid™ fabric (with Polygiene® permanent odor control) that's lighter and more breathable than before, but with the same outstanding stretch and durability.

### R2® — Active Cold-Weather Midlayer

Our most thermally efficient midlayer, this hybrid design uses our lightest

and most breathable Polartec® fabric, Polartec Thermal Pro®, making it the ideal midlayer for active cold-weather outings.

### R3® — Maximum Warmth

Our warmest Regulator® offering, R3® uses an exclusive Polartec® High Loft™ fabric to provide protection and breathability appropriate for use as an outer layer or midlayer.



## Fair Trade USA

Fair Trade USA enables sustainable development and community empowerment by cultivating a more equitable global trade model that benefits farmers, workers, consumers, industry and the earth. Fair Trade achieves their mission by certifying and promoting Fair Trade products. Through this program, Patagonia will pay an extra premium to our factory or farm workers to increase their wages and fight poverty in their communities. [fairtradeusa.org](http://fairtradeusa.org)



## E-fibers

This symbol indicates those products made with any of the following: organic cotton, hemp, TENCEL® lyocell, recycled polyester, recycled nylon, recycled cotton and recycled wool.

Points of Difference

# Women's Swim & Men's Board Shorts

**A world first, our full line is now sewn in Fair Trade USA certified facilities.**

**When you choose products with the Fair Trade label, your day-to-day purchases can improve an entire community's day-to-day lives. In a sea of sameness, Fair Trade certification is the latest among the points of difference that set our Surf line apart: responsible production, recycled fabrics, field testing and an Ironclad Guarantee.**



**W's Nanogrip Triangle Top ↔**

77265 | XS-XL | Formfitting | Tribal Geo Multi Small: Galah Green

**W's Nanogrip Side Tie Bottoms ↔**

72201 | XXS-XL | Formfitting | Tribal Geo Multi Small: Galah Green

**M's Stretch Hydro Planing Board Shorts - 21" ↔**

86563 | 28-40/even + 29, 31, 33, 35 | Slim fit | Nouveau Green

Working Warmth

# Nano-Air® Light Hybrid Jacket

Built for continuous wear during  
high-exertion activities.

Building on the success of the Nano-Air® Jacket, we've created a lighter, 40-g version and added hybridized panels for extra breathability to expand the spectrum of use for our Nano-Air family.



M's Nano-Air® Light Hybrid Jacket ↔  
84345 | XS-XXL | Slim fit | True Teal

W's Nano-Air® Light Hybrid Jacket ↔  
84350 | XXS-XL | Slim fit | Carve Coral

GO Lighter

# Lightweight Black Hole™ Bags

Lightweight, tough, travel-ready bags built for adventure, expected and otherwise.

We're expanding our legendary Black Hole™ family to include a collection of light, packable yet burly travel bags with enough technical chops for the opportunistic wanderer.



Lightweight Black Hole™ Cinch Pack 20L ↔  
49040 | 479 g (16.9 oz) | Sporty Orange

Our Choices Define Us

# Women's Active Collection

Multifunctional,  
thoughtfully made activewear  
for outdoor playgrounds.

The Women's Active Collection is a curated collection focused on elevated performance and functionality while building on the values and ambitions that define us as a brand.



### Yoga Kit

**W's Gatewood Tank** ↔  
53580 | XS-XL | Slim fit  
Big Sur Blue

**W's Active Mesh Bra** ↔  
32106 | XS-XL | Formfitting  
Dropdot Panel: Galah Green

**W's Centered Tights** ↔  
21960 | XS-XL | Formfitting  
Rivermouth: Andes Blue

### Hiking Kit

**W's Gatewood Short-Sleeved Top** ↔  
53045 | XS-XL | Slim fit  
Galah Green

**W's Happy Hike Pants** ↔  
21211 | 0-14 | Regular fit  
Ink Black

### Running Kit

**W's Active Compression Bra** ↔  
32070 | XS-XL | Formfitting  
Big Sur Blue

**W's Capilene® Lightweight Tank** ↔  
45675 | XS-XL | Slim fit  
True Teal

**W's Nine Trails Shorts** ↔  
57621 | XS-XL | Regular fit  
Rivermouth: Radar Blue