



SEA A MERINO DIFFERENCE

WORLD-FIRST MERINO-SEAWEED RANGE LAUNCHED IN NEW ZEALAND

New Zealanders will be the first to experience an innovative new fabric called SeaMerino, which combines two of nature's super-fibres to actively improve skin health and well being while being worn.

SeaMerino has been developed by New Zealand-based activewear brand Orca. It is world-first blend of ultra-fine New Zealand Merino wool and a seaweed-based fibre called SeaCell. SeaCell contains a number of active substances, including minerals and nutrients, which naturally occur in seaweed.

Similar to seaweed-based cosmetics, when SeaMerino is worn the active substances in SeaCell are released and work to increase bloodflow, aid skin cell regeneration and quench excess free radicals. At the same time the garments benefit from all of the natural performance characteristics of ultra-fine New Zealand Merino wool, including the soft-on-skin feel, thermo-regulation and anti-bacterial qualities.

SeaMerino is used in Orca's Bodyskn range of wardrobe essentials, which include women's styles with a low neck and half and full sleeve options, and a v-neck for men in short and long sleeves.

The full Orca "Made of Merino" collection is split into three categories: Everyday, Raceday and Restday. Everyday includes wardrobe essentials with subtle styling that can be worn to work, in the evening and at the weekend. Raceday is focussed on activity with garments with mesh panelling and a performance fit, and includes the cycling specific Velo range. Restday utilises the SeaMerino fabric and is designed to be worn next to the skin and a versatile base layer.

Some of New Zealand's leading design and creative forces have been involved in the Orca Made of Merino collection, including creative agency Alt Group, leading stylist Atip, and photographer Steve Tilley. Orca also hired Emma Green from Workshop to design and produce the range.

The Orca "Made of Merino" collection is available at key retailers around New Zealand and through the Orca Store in Westhaven, Auckland, and online at orca.com. The collection will also be going on sale in the United Kingdom and United States later in the year.

Ends

For further information or images, please contact:

Simon Kenny, Orca, ph: 0064 9 523 0820, simon@orca.com

SeaMerino Information

- SeaMerino is the first time Merino wool and SeaCell fibres have been combined in a fabric for clothing
- The fabric comprises 50% ultra-fine, 17.5 micron New Zealand Merino wool and 50% SeaCell fibre
- The award-winning SeaCell fibre is produced by German company SmartFiber AG. The pure seaweed is sourced from the North Sea, using the Lyocell Process to fuse the processed seaweed with a natural cellulose fibre
- Testing has proven sufficient quantities of SeaCell are present in SeaMerino to deliver skin health and well being benefit. The active substances continue to be released by the fabric for the lifetime of the garment – 70% of the substances are still present after 72 hours of continual washing

[TABLE/1] ACTIVE SUBSTANCES PRESENT IN SEAMERINO™ FABRIC			
[CARBOHYDRATES] ▶ ALGINIC ACID ▶ LAMINARIN ▶ MANNITOL	[AMINO ACIDS] ▶ ARGININE ▶ ASPARGINE ▶ VALINE	[VITAMINS] ▶ ASCORBIC ACID ▶ CAROTINOIDS ▶ TOCOPHEROLS	[MINERALS] ▶ ALUMINIUM ▶ CALCIUM ▶ MAGNESIUM ▶ SODIUM ▶ POTASSIUM

Orca Information

- Ownership/Offices: Orca is a New Zealand-based company, solely owned by Scott and Hildegard Unsworth. Orca has offices in Auckland, Hong Kong and the United Kingdom
- Products: Orca is one of the top triathlon brands in the world. In addition to triathlon wetsuits and apparel, Orca designs and manufactures compression wear, run/fitness apparel, swim and cycling wear and accessories
- Markets/Distribution: Orca products are sold in over 40 countries around the world. Orca is distributed globally by Spanish cycling giant Orbea
- Sponsorship: Orca currently sponsors some of the world's top triathletes including double Ironman World Champion Craig Alexander, and ITU World Champion Emma Moffatt. Outside of triathlon Orca sponsors world record holding free diver and New Zealander Will Trubridge, double New Zealand kiteboarding champion Marc Jacobs, and Canoe Racing New Zealand. In 2004 Orca was official apparel supplier to the New Zealand Olympic team, and in the past has been official apparel supplier to New Zealand sports including cycling, rowing and triathlon.