



Media Release
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Orca launches 2011 triathlon collection

New innovations for world's most extensive tri apparel range

- **New ITU-legal short course suit**
- **Technical endurance non-wetsuit swim one piece race suit**
- **Killa Kompression material used across 226 range**
- **Core range benefits from hybrid tri chamois**
- **New custom tri apparel offering**
- **Global distribution partnership strengthens**

Triathlon's most extensive range of apparel has been re-engineered and enhanced with the launch of the 2011 Orca Triathlon collection. In addition, Orca has launched its first custom triathlon apparel programme to cater for teams and clubs.

"Triathlon is growing so rapidly around the world, and it is important for Orca to provide options that cater to everyone involved in the sport," explains Orca CEO Scott Unsworth. "We built the Orca name on the back of using the most innovative new materials, and the 2011 collection is our most technically advanced ever.

"We spend a lot of time listening to our customers, sponsored athletes, retailers and distributors, and the range design reflects this. There are new fabrics, construction techniques and features to offer more performance, more comfort and more durability."

Orca Triathlon Range Snapshot

RS1

Garments displaying the RS1 badge use the latest in fabric technology and construction techniques to provide performance without compromise.

- The HydroKilla is designed for short course and ITU-legal races and is suitable for non wetsuit swim races. With a rear zip men's style and swim back for women, the HydroKilla combines three of the most technologically advanced fabrics in triathlon:
 - o Hydroskn is revolutionary new polymer composite material designed to increase swim performance, and is used on the front leg area. It is FINA, ITU and WTC-approved and has an extremely low drag co-efficient
 - o The latest generation of the iconic 40 gauge Killaskn fabric is lightweight, breathable and has silky finish for hydrodynamics
 - o The 70 denier, circular knit KillaSkn Kompress compression material is used to support muscle groups and reduce muscle oscillation
- With the Enduro Orca has applied the RS1 badge to a mid-long distance tri suit for the first time:
 - o The Enduro is constructed from a mix of Triskn, KillaSkn Kompress and Tri-Enduro mesh for hydrodynamics in non wetsuit swims and a mix of aerodynamics, breathability and comfort on the bike and run
 - o Other endurance distance-related features include a 3.5mm hybrid chamois, hydroseal leg hems, a front zip, and hydroseal chest and lower back pockets for nutrition

226

Orca's 226 range was the first endurance distance-specific triathlon apparel range, and has been a long time favourite of double Ironman world champion Craig Alexander. The popular collection has a distinctive new "fibre print" design and has been further enhanced for 2011.

- The main feature of the range is the incorporation of Orca's 70 denier, circular knit KillaSkn Kompress fabric. The compression fabric is used in key panels in the lower torso and upper back areas, serving two functions: to reduce muscle oscillation; and, support key muscle groups
- The new Tri-Enduro mesh has also been introduced for higher levels of moisture wicking and breathability
- On the tri pant there are options of the 3.5mm Tri-tech chamois, or the microfleece chamois
- A new style tri top with short sleeves has been designed for those who want increased protection from the elements, which can also be used for training or as a cycle top
- The women's race suit has the new internal bra construction. Re-engineered to be made from a mix of compression and mesh fabrics for support and comfort there is a new break away zip to make getting in and out of the suit/top easier

Core

Orca's Core range has provided staple training and race essentials for triathletes around the world.

- The new 6mm Tri-protect chamois is now standard on the men's and women's Race Suit and Tri Pant
- Orca's new Tri-mesh fabric is used with wider coverage across the back of the Race Suit, Tri Tank and Support Singlet for enhanced breathability
- There are repositioned and covered rear pockets on Race Suit and Tri Tank and a covered rear pocket on Tri Pant
- In addition to Orca classic black and white colourway the Core range includes fashion colour options

Custom Tri Programme

A new offering from Orca is the introduction of a custom triathlon apparel programme. Teams and clubs are now able to order customised race suits, tri tops and pants. Options include an online "build your own suit" tool, or to provide fully customised designs.

"The custom programme is the latest example of Orca's continuing partnership with its global distributor Orbea," explains Scott. "Orbea represents Orca in more than 40 countries around the world and the relationship has gone from strength to strength over the last four years. Both companies have a long term vision for Orca, and we continue to see successes from working with each other."

Ends

For further information or images, please contact:

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Notes:

- **Brand and product images available on request**
- **Tri apparel available for testing/review – contact ian@orca.com**

Appendix: Athletes competing in Orca triathlon apparel

Craig Alexander – double Ironman World Champion
Emma Moffatt – double ITU World Champion, Olympian
Courtney Atkinson – Australian National Champion, Olympian
Raynard Tissink – South African Champion, 7 x Ironman Champion