

# Press Release



Heidenheim, December 2012

## Outlast unveils a new look

### Increase sales

Outlast Technologies, market leader for temperature regulating phase change materials (PCMs), is rolling out its new brand identity in the New Year sharpening successfully its profile.

The change is reflective of the company's progression over the past 22 years that further solidifies its position in the marketplace as a symbol of comfort and leader in phase change materials (PCMs) and true temperature regulation. The new brand identity includes a refreshed Outlast® logo that will be displayed throughout marketing and communication materials.

The redesigned appearance has been done with due care. The existing logo (silver diamond) was modified to ensure brand recognition, and reflects the deep confidence and trust built over many years. The core elements (ellipse and Outlast® fonts) have been modernized, the additional claim „Adaptive Comfort®“ has been removed. Looking at the logo's shape the diamond is changing now to a contemporary square with soft rounded edges which are gently divided by a sympathetically "smile".

"Outlast has come a long way in over two decades of offering a proactive heat and moisture management solution to various products including bedding, apparel and footwear," says Martin Bentz, Managing Director of Outlast Europe GmbH, Heidenheim/Germany. "The new brand identity is a natural progression of the success this company has experienced, as we continuously work to bring more products to market with our technology so consumers can have increased exposure to the proactive comfort that it provides."

"It is essential for us to respond to the needs of our partners and continue supporting them in driving demanding for their products," so Bentz. "Our goal is to provide partners with the necessary tools, including marketing kits, hangtags/labels, demonstration materials and PR support, to help them communicate the benefits of our PCMs in their products. This way consumers understand the true value-add of purchasing a product with Outlast® technology and our partners can increase sales."

## Outlast

Outlast Technologies LLC, a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile to absorb, store and release heat. Outlast® technology proactively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort.

For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels, and accessories. For more information, please visit [www.outlast.com](http://www.outlast.com).

Outlast®, Thermocules™ and ...not too hot ...not too cold ...just right™ are trademarks of Outlast Technologies LLC.

310 words

Picture: New logo

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Picture 1

New look for Outlast: The market leader launches a new logo.

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information ...

Barbara Fendt  
Marketing & PR  
Outlast Europe GmbH  
In den Seewiesen 26/1  
D - 89520 Heidenheim . Germany  
Phone: +49.7321.272 27 13  
Fax: +49.7321.272 27 10  
Mail: [barbara.fendt@outlast-europe.com](mailto:barbara.fendt@outlast-europe.com)  
URL: [www.outlast.com](http://www.outlast.com)