

INTERFACE

EQUAREA, A NEW SKIN

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Photos : Quechua, Equarea

Equarea is the logical development of the previous Quechua Novadry 1 products, in other words breathable bottom layer clothing. An essential link in the three-layer concept (one layer that wicks away perspiration, one that provides warmth and a top layer to protect you from the elements), Equarea will make you feel good.

When you do sports, you perspire. Your bottom layer clothing is in the front line, wicking away this humidity. The new Equarea materials are designed to absorb perspiration, transfer it to the outside and dry quickly. A material like cotton does not transfer liquids to the outside and does not dry very well, and as a result when you stop your physical activity you quickly get cold. Products with the Equarea label guarantee a balanced body climate. They have been developed in line with the brand's three main values: freedom, balance and dynamism.

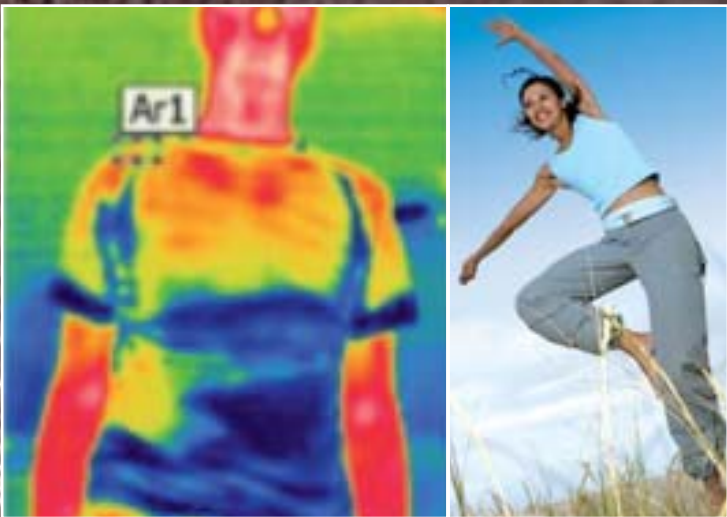
"These materials derive their distinctive characteristics from their special knit, and they are then treated chemically. It is

these different procedures that guarantee that they will feel comfortable and avoid the freezing effect that you get when you stop after exerting yourself. With these products you avoid the cold feeling caused by the humidity in the fabric touching the skin," explains Espen Heier, hiking product manager.

Equarea is a new brand of synthetic textiles worn next to the skin that wick away perspiration efficiently. *"The brand has been developed by Decathlon's technical division. Equarea products will therefore be available in the spring-summer 07 collections of Decathlon's Passion brands, mainly from Quechua. Around sixty products in all, from socks to undergarments and including*



Laboratory tests show the heat produced by the different parts of the body. Equarea products use the results of these tests to guarantee a balanced body climate.



equarea

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Both in the laboratory and in the field, all of the Quechua teams put the materials through their paces before they can be awarded the Equarea label.



Equarea is a further addition to the technical guarantee provided by brands.



hats," explains Marguerite Mandel, communication manager for the technical division.

FROM LAB TESTS TO FIELD TESTS

The R&D teams worked on mapping the body in movement to identify the areas of perspiration. Equarea offers ranges of components and recommends ways of combining them to ensure that the products manage the humidity properly, in line with what happens in the human body. All of the materials have to be tested. "Equarea is a technical guarantee for the Passion brands, a sort of label," continues Marguerite Mandel. "The materials are therefore tested for absorption, transfer, drying and other properties and their humidity wicking level is evaluated on a scale of 1 to 5 stars. Only products obtaining 4 or 5 stars will be awarded the Equarea label."

"After the laboratory tests there are field tests, then we hand the finished products

over to our technical partners such as the Quechua-Les Arcs adventure racing team and our mountain leaders," concludes Espen Heier.

You won't find Equarea products, but bottom layer clothing with the Quechua-Equarea label. "Equarea is a further addition to the technical guarantee provided by brands like Quechua. It has also involved a lot of development work to make the products more accessible," explains Marguerite. A whole team works on these projects, including product and material engineers, research & development staff, buyers and product managers. "What it comes down to is improving quality and price." 