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## OutDry Debuts, For the First Time, a New Booth with Detailed Technical Demonstrations at Outdoor Retailer Winter Market 2010

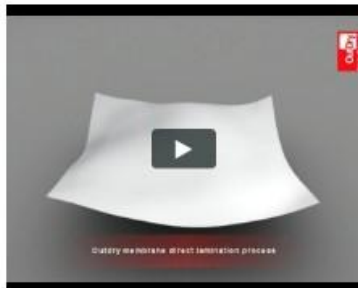
01.18.2010 – (Busto Arsizio, Italy) – OutDry, maker of a patented laminate membrane technology for waterproof, windproof and breathable gloves and footwear, unveils a new 400 square foot booth with OutDry centrifuge and new logo and tag line at Outdoor Retailer Winter Market at booth 29157W.

A leading supplier in waterproof and breathable membrane technology, OutDry will be presenting show attendees with a new booth located within the footwear brands area. OutDry will be running tests in a patented centrifuge machine on footwear to demonstrate OutDry's unique capacity to prevent water from entering footwear at any point allowing visitors to experience OutDry performance completely.

OutDry, with the assistance of Young & Rubicam, will also introduce a marketing strategy with a new logo and tag line to focus on the advantages of OutDry over competing waterproof/breathable membrane technologies. The tag line "WATER NOT INCLUDED,™" will help to create better awareness of this exclusive technology. This will assist OutDry to position itself as a leader in the outdoor industry.

"These announcements demonstrate the achievements we have made during the introduction of OutDry into the US market, says Luca Morlacchi, co-founder of OutDry. Outdoor Retailer is a critical show for manufacturers, retailers, consumers and media to see OutDry's unique technology and understand the advantages for both footwear and gloves."

**About OutDry:** *With a great passion for innovation in membrane lamination technology, OutDry is dedicated to making products dryer, lighter and more comfortable for all outdoor enthusiasts. OutDry is utilized by many European outdoor/sport companies such as Lafuma, Trezeta, Gronell and Hugo Boss, Mountain Hardwear, Wenger and Kamik in America, Mont-Bell, Mizuno, Descente and Bridgestone in Japan. The company is based in the North of Italy with an operations branch in China. For more information on OutDry, please visit [www.outdry.com](http://www.outdry.com)*



OutDry Glove Technology from Kara Armano on Vim  
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OutDry Glove Technology



OutDry Footwear Technology from Kara Armano on Vim  
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OutDry Footwear Technology

### Twitter Pitch

OutDry® debuts at ORWM10 with its own booth, technical demonstrations, new logo and tag line. Booth 29157W.

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### Resource Links

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OutDry, Outdoor Retailer, Winter Market, new booth, new logo, new tag line, centrifuge machine, footwear, gloves, waterproof, breathable, membrane

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