

Ueli Steck Signs On To Become OutDry® Athlete

January 5, 2010 (Busto Arsizio, Italy) – [OutDry](#), maker of a patented laminate membrane technology for waterproof, windproof and breathable gloves and footwear, signs world-class alpinist Ueli Steck as a technical advisor and athlete to endorse the brand, the technology and the products.

Ueli Steck has set speed records climbing solo on three classic north faces, the Eiger, the Grandes Jorasses and the Matterhorn in the Alps as well as winning in 2009 the Piolet D'Or among many other climbing accomplishments. While climbing Gasherbrum II in Summer 2009 and Makalu in Fall 2009. Ueli tested Mountain Hardwear gloves with OutDry and mentioned after testing that they were "...much better than anything else I have ever tried. OutDry is the future."

"We are honoured to have such a distinguished alpinist as a partner, says Matteo Morlacchi, co-founder of OutDry. Having one of the world's best climbers on our team means that we can work together to develop better products by selecting the best materials and utilize our technology to its highest degree of performance. Ueli's extensive experience in the mountains with technical products will offer OutDry unique insight to future product developments."

[Steck](#) hails from Emmental, Switzerland and began playing hockey at a young age only to be beckoned by the mountains. His extraordinary talent led him to complete many solo routes, difficult classic faces, ice and mixed routes, sport routes, big walls and first ascents all over the world.

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 and Kamik in America, Mont-Bell, 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*