

ExOfficio expands successful collection for urban travelers

Fall 2017 line helps travelers blend in and stay warm during cold weather adventures

Seattle, WA (December 14, 2016) – For 30 years, ExOfficio® has helped people experience the magic of travel through the design of innovative apparel, giving travelers the confidence and freedom to explore the world. Following the successful fall 2016 launch of the urban travel apparel collection, ExOfficio has expanded the line for fall 2017 to introduce new styles that provide travelers with greater versatility and comfort when visiting cool-weather urban destinations.

Urban destinations are experiencing the fastest rate of growth within the international leisure travel market, and with this growth comes an increased need for clothing that provides both style and function. While urban travel provides an opportunity to seek new cultures and experience the thrill of the unknown through dining, museum visits, outdoor markets and long walks through the city, travelers experience wide temperature variations between cool weather conditions outdoors and warmer temperatures when indoors. Therefore, to experience all the city has to offer, travelers need clothing with modern style and technical innovation to provide comfort and warmth as they move from one experience to the next.

“ExOfficio has developed a line with on-trend styling and the latest in technical innovation to provide both style and function that meets the needs of urban travelers. Our collection of urban travel apparel is as versatile as the traveler’s experiences are diverse,” said ExOfficio General Manager, Brian Thompson.

ExOfficio has incorporated key trends in the market place such as wool-like textures and clean lined silhouettes and paired them with cutting edge technologies to create innovative apparel pieces with modern style. The collection features leading technologies such as S°Warm, dri-release, Teflon Shield+, Silvadur, DuPont Sorona and 3M Thinsulate Platinum that provide warmth without weight, quick drying, odor and stain resistance and superior comfort.

Highlights from the ExOfficio fall 2017 collection for urban travelers include:



Men’s Sperling Topcoat

Suave city coat with all the storm-blocking features of a tough adventure layer.

- S°Warm Technology includes IR Reflective ceramic particles in the fibers reflect the body heat back to the skin
- Center front 2-way zipper with covered placket
- Two security zip hand pockets that fit a passport
- Center back 6 ½ inch vented hem
- Internal elastic storm cuffs
- Tacked in place Taffeta-lined sleeves
- Interior 5-pocket travel system
- Center front ear phone cord loop
- Sizes S-2XL
- Available in Lt khaki and black
- MSRP: \$200



Men's Kensington Plaid LS

Soft technical flannels in rich autumn plaids keeps the traveler warmer and stay brighter than traditional cotton flannel.

- S°Warm Technologies include IR Reflective ceramic particles in the fibers reflect the body heat back to the skin and Hollow fiber which traps the body's heat providing more warmth at a lighter weight than conventional fibers
- Hidden security zip pocket on right side that fits passport
- Deep pleats in back for better mobility
- Natural fit, sizes S-2XL
- Available in color black, dark brick, and navy
- MSRP: \$90



Men's Balfour Pant

Water and stain resistant, wool-like fabric creates a practical, stylish pant for travel and everyday activities.

- S°Warm Technologies include IR Reflective ceramic particles in the fibers reflect the body heat back to the skin and Hollow fiber which traps the body's heat providing more warmth at a lighter weight than conventional fibers
- Security zip back right pocket
- Two back welt zip pockets
- Tricot-lined waistband
- Natural fit, sizes regular and short 30-42
- Available in cigar heather and black heather
- MSRP: \$115



Women's Iona Trench

Wool-flannel look and removable belt offers superior style and protection in rainy weather.

- Critically seam sealed
- Waterproof breathable
- 2-layer 10k/5k fabric
- Attached 2-panel fitted hood with adjustable draw cord
- 80g Thermore insulation
- Center front 2-way zipper with covered placket
- Two security zip hand pockets that fit a passport
- Interior 4-pocket travel system
- Removable security zip pocket inside pocket organizer
- Sizes XS-XL
- Available in black and cement
- MSRP: \$220



Women's Wanderlux Marl V Neck Tunic

Subtle marled fabric drapes into place, and pointed hems at front provide coverage over leggings.

- Silvadur treatment provides odor resistance
- Hidden security zip pocket on right side that fits credit card
- Asymmetrical hem in back and front
- Polyester Spandex blend
- Natural fit, sizes XS-XL
- Available in Malbec marl, blueprint marl, and black marl
- MSRP: \$75



Women's Cordova Moire Cowl Tunic

Split infinity cowl in a textured, heathered, double-knit provides warmth and breathability. The tunic length gives more coverage with leggings.

- Odor resistant
- Heathered double-knit
- Tunic length for coverage with leggings
- Hidden security zip pocket on right side that fits passport
- Natural fit, sizes XS-XL
- Available in Black
- MSRP: \$90



Women's Venture Pant

A versatile, 5-pocket jean style pant featuring treatment to block stains and rain and city-style color ways to invite work-to-weekend excursions.

- Water and stain resistant
- Contoured waistband
- Mélange heathered interior elastic waistband
- Hidden security zip pocket on right side that fits passport
- Five pocket jean styling with coin pocket on right
- Natural fit, sizes 0-16 regular and petite
- Available in dk pebble and black
- MSRP: \$80

Items from the new ExOfficio fall 2017 collection will be shown in January 2017 at the Outdoor Retailer Winter Market in booth #14027 at the Salt Palace Convention Center. They will also be available for purchase at [retail stores](#) and [online](#) throughout North America and Europe in August 2017.

About ExOfficio

ExOfficio believes that the magic of travel, whether you seek different cultures, epic scenery or the thrill of the unknown, is a chance to create perspective and vitality by opening your mind to the wonders of



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the world. Since 1987, ExOfficio has celebrated the traveler by crafting garments that allow one to experience the world unhindered. Intelligently designed products with tangible benefits—including the best-selling Give-N-Go® underwear collection and lightweight, wrinkle-free fabrics with bug, sun and water protection—are focused on one goal: comfortable performance. ExOfficio is sold internationally, online and in specialty outdoor and travel stores, including five of their own flagship stores in the U.S. For more information about ExOfficio, visit www.exofficio.com.

About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

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