

VISIONARY THINKING

Under Armour's new UA Green range of sporting apparel combines cutting-edge performance-enhancing technology with visionary eco-thinking to deliver a better athlete, and a better planet.

For the athlete who refuses to compromise his performance, and the man who refuses to compromise his principles, there's a new breed of eco-friendly, state-of-the-art sportswear. The UA Green range is a vision without compromise, using the same cutting-edge scientific know-how, passion and innovation that engineers the finest tech apparel to create a range of products with a lighter environmental footprint. It's quite a challenge, but the ongoing project has already delivered the most forward-thinking sports kit on the planet, and there's plenty more to come.

GREEN LIGHT

The first step in the continuing effort was to construct performance fabrics from recycled materials. And the cornerstone of the project is the Catalyst collection. Made entirely from recycled plastic bottles, which both reduces landfill and the consumption of fossil fuels, they still hit the same exacting standards for comfort and performance which athletes

have come to expect from the UA brand.

Thanks to the Catalyst collection, Under Armour expects to have converted over 1,000,000 one-litre plastic bottles into tech sportswear by the end of 2010. It's an impressive stat, but the forward-thinking nature of UA Green means there's no resting on laurels.

Recognising that an environmental footprint comes from more than raw materials alone, the eco-pioneers at UA HQ are now looking at improving the manufacturing process, packaging, dying, printing... anything that can be done to lessen the environmental impact. Like an athlete chasing his goals, the project is always looking ahead, always striving to improve, never satisfied. Underpinning all this, though, is a refusal to compromise on the products' performance. It may not be the easy route, but as any athlete knows, true achievement usually comes the hard way. And with commitment, passion, vision and science UA Green is set to achieve something very special indeed.

Commitment to a cleaner atmosphere starts with your personal airspace using ArmourBlock technology within the fabric to prevent the growth of odour-causing microbes.

Raglan sleeve construction works with your natural running motion to allow full range of movement. Plus, removing shoulder seams means no rubbing on those classic chafing hot-spots.

Under Armour's signature HeatGear moisture transport system wicks sweat away from your body, through the fabric, so it can evaporate on the other side. Keeping you cool and dry.

Lightweight, durable high-gauge knit fabric built from 100% recycled materials provides maximum comfort against the skin.

Built-in UPF factor 50+ will protect your delicate outer layer from the sun's harmful rays. Remember the sun? It's the big hot thing in the sky in case you'd forgotten. It's apparently due for a comeback in the spring...

If you're ready to share our vision – to become a better athlete, in a better world – then UA Green is just the Catalyst you need to get you going. Find out more at underarmour.com/shop/us/en/ua-green-commitment



UNDER ARMOUR