

Macpac launches eVent rainwear

Macpac is dedicated to developing products of the highest level of performance. This sometimes means we are swimming against the tide in a market filling up with new overseas brands. Trends, fashion and the cheapest price don't keep you warm and dry in bad weather, or give you the confidence to explore the places you really want to go to. Every time we see a 20 year old Macpac pack in active use we are reminded that we are right to follow our own path - we see very few other packs age as gracefully as ours.

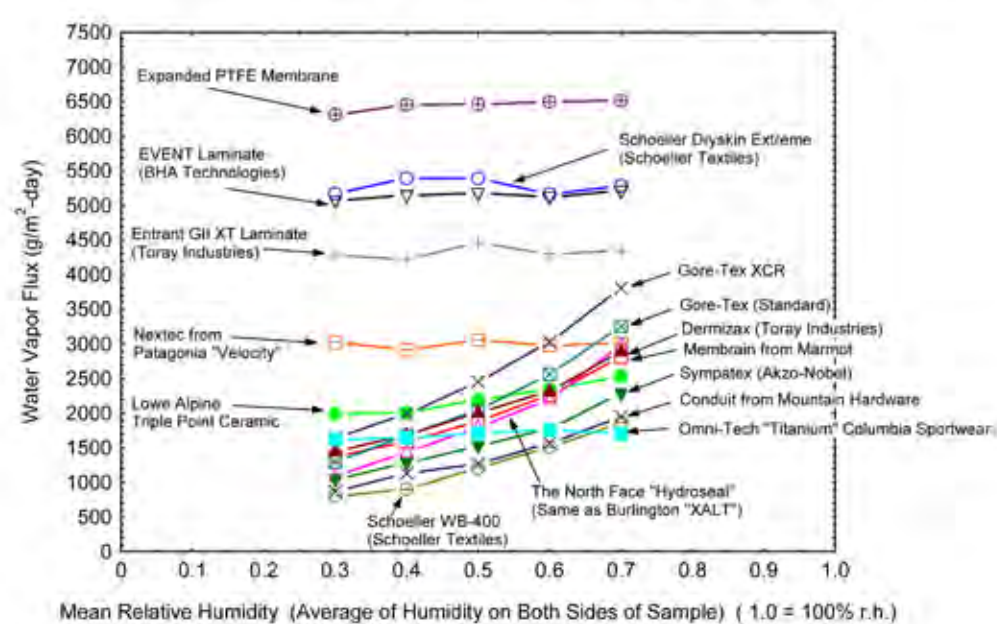
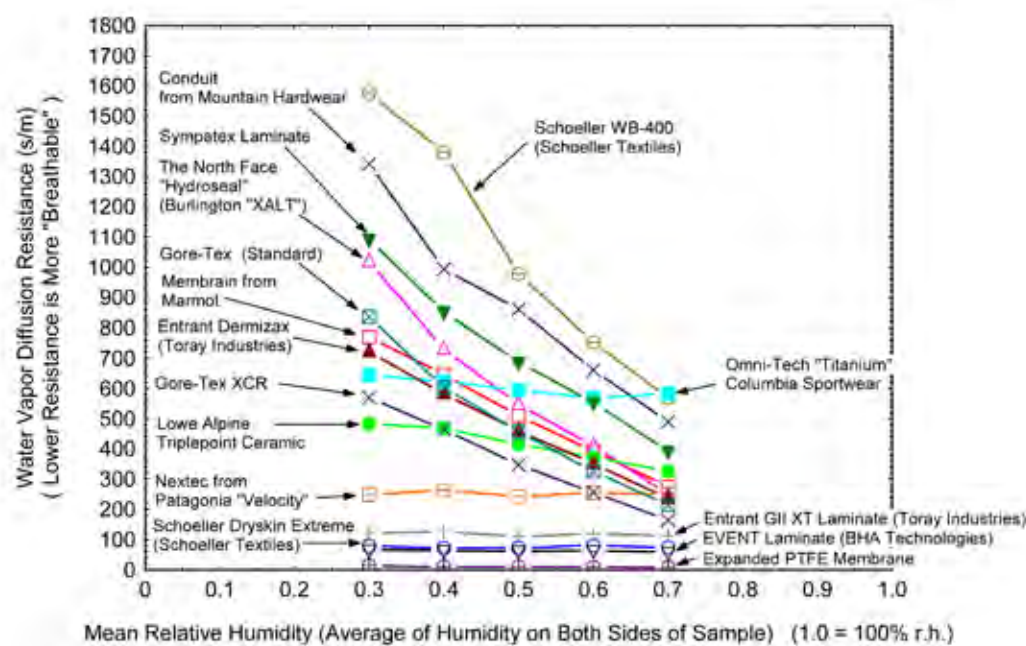
Over 16 months ago we commenced a review of our performance rainwear range. Our Gore-Tex XCR Prophet jacket and Resolution jackets were somewhat iconic. The design and features were well resolved and they sold well, but we wondered: *"Are these the very best rainwear jackets we can make?"*

We had good feedback from our customers and our test-team as to what features we needed to incorporate. The biggest single advancement however was changing to eVent fabric.

Using eVent fabric was once again a case of following performance rather than trend. A combination of our own test-results and data from independent US Army testing made us confident this was the only way forward for Macpac.

While eVent also use an ePTFE (expanded poly-tetra-fluoro-ethylene) laminate like Gore-Tex, eVent developed an oleophobic (oil repelling) version to protect the ePTFE from contamination from body oils and fats. Gore-Tex uses a PU (poly-urethane) coating for this purpose which greatly reduces the ability for sweat to pass through the fabric. The result is that eVent 'breathes' up to 300% more than Gore-Tex.

US ARMY "BREATHABILITY" COMPARISON OF COMMERCIAL OUTERWEAR SHELL LAYERS



For full results on the US Army test [click here](#)

The launch

As the first Australasian company to offer you the next generation rainwear, we want to show you exactly why we are so excited about eVent. To do so we're organizing product launches in Macpac stores across Australia and New Zealand.

For information on eVent launch dates and locations [click here](#)

To see Macpac's eVent advertising campaign [click here](#)