
Press Release

Lausanne – January 26th, 2012

Nothing Beats Nature

Mover pioneers in producing high-tech skiwear through an innovative process that combines swisswool[®] and Gore-Tex[®]. This combination offers several advantages in terms of thermal-regulation, as well as opening a new market for Swiss wool manufacturers.

Through an innovative and sustainable procedure Mover integrates the wool of local sheep into its garments. This new material, called swisswool[®] is an insulating fleece, 100% natural, ecological, made out of virgin sheep wool (88%) and stabilized with Corn (PLA 12%). Additionally, it provides full breathability, is hygienic and washable at 30 degrees.

Swisswool[®]'s originality derives from the collection procedure and production of the wool. The raw wool fleece is bought directly from the farmers at 25 different collecting spots throughout Switzerland. After being gathered, the wool is separated by quality and the finest white alpine wool is used by Mover. The raw material is then washed and transformed into swisswool[®] by a patented process, creating an exclusive and new material for padding and insulation.

For several years Mover has used Merino wool for all under layers deliberately avoiding the use of materials such as polyester and polyamide (i.e. fleece), which are commonly found among various ski brands on the market. For the winter of 2012/13, Mover pioneers a new thermo-regulation system that offers first-rate breathability. A first on the market, natural wool is used to replace all synthetic insulation in Mover's jackets and pants, introducing a new generation of technically advanced skiwear. Among the advantages of using wool, comfort, optimum thermal exchange, breathable and odour resistant, and a soft pleasant contact with the skin (even when humid). These products made of wool are also machine washable, sustainable and ecological.

Through an innovative, technical and responsible approach, by using swisswool[®] Mover helps to reduce CO2 emissions and encourages the development local Swiss expertise.

Mover is a Swiss brand based in Lausanne and produces high-end technical ski garments. In 2006, due to ecological, practical and commercial reasons the brand relocated its production from China to Europe. In February 2011, at the ISPO fair in Munich, Mover presented the first high-tech skiwear collection with a unique combination of swisswool[®] and Gore-Tex[®].

Mover – the Swiss edge of skiwear.

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