



MOUNTAINSMITH - REDUCING OUR CARBON FOOTPRINT ONE STEP AT A TIME

The ever-mounting waste of plastic bottles made from polyethylene terephthalate (PET) is a pandemic in progress. The longer we wait to make positive changes, the worse-off the world will be. At Mountainsmith, we're choosing to make a difference for you, our customers and the environment by leading the way in the incorporation of post-consumer materials into our products without sacrificing our high-quality standards. Mountainsmith is committed to the continuation of revolutionizing the word "Green" through our company philosophy and visible business practices.

By working together with our partners, Mountainsmith has developed a material we call ReDura™, a fabric made from post-consumer PET bottles. In furthering the

ReDura™ manufacturing process, we have been able to create additional materials like; zippers, webbing and many types of mesh, all of which are made from recycled PET bottles.

In the spring of 2007 we perfected our ReDura™ materials and launched the world's first-ever lumbar packs made in part from recycled PET materials. Less than two years later, we now offer over 35 styles throughout our product line that utilize ReDura™. Given our estimated use of these materials, we project to save over 2.5 million 16-ounce PET bottles from the landfill in 2008 alone. Dealer note: The number of 16-ounce bottles saved per bag will be expressed on the product's individual hangtag.

REDURA™ MATERIAL PRODUCTION: The process by which the post-consumer PET bottles are manufactured into ReDura™ is outlined in the photos shown below.



Plastic bottles made from polyethylene terephthalate (PET) are collected, separated and cleaned.



The labels and caps are removed and the bottles are then ground into flakes for melting and extrusion.



The result of the melting and extrusion process yields plastic chips which are then prepared for the next extrusion process.



The last extrusion process allows the plastic to be spun into the yarn shown here.



The yarn is woven into ReDura™ and then coated to further increase the material's overall strength and durability.



The finished ReDura™ is now suitable to be sewn into the most innovative packs in the world, simply known as MOUNTAINSMITH.

