

WILDCOUNTRY

New Products 2008~9

including:
Alpine Shield
& 360 Helmets,
Neon, Astro &
Nitro Biners,
Pure Chalk:
Ball, Block,
& Bag.

www.wildcountry.co.uk

James Pearson on a helmet testing day on one of his past successes, Equilibrium, E10. Ph. Alex Messenger



WILDCOUNTRY

2008~9 New Products

It's a bumper year if you're a Wild Country fan with some amazing new products and some totally new product groups providing a big splash in stores in the spring. So this year from highball boulders to Alpine Peaks - and most places in between - Wild Country have you covered.

And with the same attention to detail and high quality design, assured by our ISO quality systems and 3 Sigma testing as well as CE and UIAA certification it's a sure thing that whichever gear takes your fancy it'll be absolutely up to pedigree!

Helmets pages 2 + 3

New Products - Alpine Shield helmet, 360 Helmet.

Wild Country launches two of its most important new products: the Alpine Shield and 360 helmets - both designed to add significantly to the armoury of anyone challenging themselves in the outdoors. With two distinct types that cover loads of climbing options these models in many ways sum up Wild Country's approach to new products: innovative, functional yet simple to use and uncompromising in performance.

Biners page 4

New Products - Neon Screwgate, Astro + Nitro wiregate biners.

According to some, three is the 'magic number' and for Wild Country our three new biners are performing their own form of magic by helping to disappear away the weight of your rack. So in launching the lightest keylock screwgate in the world, Neon, Wild Country's lightest ever biner, Astro, and one of the lightest true full size biners, Nitro, - there's a lot of reason to to grab some before they vanish from the shelves!!!

Pure Chalk page 5 & 6

New Products - 60gm Chalk Ball, 58gm Chalk block, 350gm Chalk Bag, Boulder Brush, Bouldering Set.

There's more to chalk than meets the eye: and with the blending, baking, crushing and forming involved sometimes it can seem more like distilling whisky than making a simple white powder. So, remembering that the best whisky is usually the purest we figured that Wild Country Chalk would be better that way too...Pure....hence the name!





**alpine
shield**

The worlds first truly modular climbers helmet...

The Alpine Shield helmet is the worlds first truly modular climbing helmet and the first to allow a choice of protection levels at the turn of a screw!

A high performance EPS inner is complemented by an optional outer shell that attaches quickly and easily to make a stronger, safer unit for harsher conditions.

Wild Country's research into head protection for climbers and mountaineers instantly revealed a major limitation in existing helmet designs. We found plenty of 'bumper' style helmets, that were good for summer use but not necessarily the best choice in a stonefall situation, or lots of heavy winter helmets that stop stones and ice better but that seemed too much for summer. What we didn't find though, was the helmet for the cross season climber - the modern athlete who climbs hard fast and light, on rock and alpine - and certainly nothing versatile enough to be used on extreme rock and waterfall ice.

Concept - The Alpine Shield project was born to fill this gap and to create the first truly modular helmet which is easily modified for summer or winter seasons, daily conditions or even mid-route. A helmet that would adjust quickly and easily, with an additional Shield to dramatically improve penetration protection from stone and icefall..... a helmet to provide new levels of safety and versatility.

Innovation - The Alpine Shield helmet is a simple, effective and original idea, with extremely positive implications for safety. It is a truly modular design that adopts a 'two-in-one' approach, combining a lightweight in-mould EPS/ Polycarbonate helmet with an unique 'Alpine Shield' cover that can be quickly attached to give enhanced protection.

The advantage is clear

Worn uncovered this is a best in class, supremely lightweight helmet that's perfect for go anywhere rock climbing. Worn covered, by adding the bonus Alpine Shield polycarb shell - providing much more stone and icefall protection - it goes further than any other helmet of its type can go.

Designed with an optimal fit via Quik-Clik volume adjustment, soft EVA pads and a secure, quick release chin strap; the Alpine Shield will fit under most hoods and wears perfectly. Coming with 4 torch clips, an emergency sticker inside, a storage bag and 3 stylish colour choices nothing has been left out or left to chance.

Simple to switch around and easy to fit and wear, the Alpine Shield is the first helmet with this modular capability - so from hard rock battles to winter workouts, it converts from best in class to a class



The Alpine Shield's modular ability sets it apart



and makes it the first choice for mixmasters.!

Features: Lightweight best in class EPS/Polycarb helmet, Exclusive 'Alpine Shield' polycarb cover - enhanced stonefall protection - with simple 'coin-slot' changeover, Quik-Clik glove friendly adjustable sizing, Adjustable EVA cushioned, head hugging inner pads, Nexus Acetal quick release chin strap buckle, Smooth 16mm nylon chin strap, 4 Torch grips (acetal - better in low temps), Hood friendly sizing for winter wear, 3 Stylish colour choices, Emergency inner sticker, Free storage bag. One size 53cm - 61cm / 21in - 24in.

Weight: 260gms/9.7oz w/o shield / 420gms/14.12oz w/shield. CE EN 12492 / UIAA 106 / 3 Sigma rated.



360 The safety revolution begins here...

A classic, stylish, superstrong cross-season performer, the 360 helmet has been designed to provide the highest levels of all round protection. Utilising Wild Country's 'Extended EPS System' – the 360 offers market leading front, side and rear impact protection, making it one of the safest helmets available.

Wild Country's research into the 'hard shell' helmet category revealed that whilst many of this type of 'hard shell' helmets offered good impact protection on top, few, if any (though all passing relevant CE tests) provided equally good side impact protection. Thus, when we brainstormed the 360 concept against other current models, as well as the CE drop test standards, it quickly became obvious that with the 360 we could and should be able to aim higher.

Concept - The 360 project's objective was to create a helmet that would provide the true 'all round' head protection that real world climbers need, in a stylish, durable, lightweight package; and in the process exceed the CE test requirements.

Innovation - Built with safety in mind the 360's superb testing pedigree is one of its major attributes. This is due to Wild Country's 'Extended EPS' system taking the shock absorbing foam found inside the helmet, and skilfully moulding it further down around the climber's head to maximise protection without interfering with fit or function. It is this strategic placement of foam that gives the 360 outstanding strength and great test results - results that far exceed the CE requirement.

The revolution begins



However, this extra strength doesn't incur a weight penalty, nor is fit compromised, and the 360 remains a lightweight choice within its class. Created to act as a cross-season all rounder, and perfectly at home in full winter conditions, the 360 is a reliable and fully featured model that will be at home on first forays out or on longer expeditions away.

Well thought out, the inner cradle adjusts quickly and simply and locks solidly via a glove friendly 'Quik-Dial' system. It fits snugly with or without a balaclava or under a hood and sits on cushioned EVA pads.

A safety conscious, go anywhere, do anything all rounder with a strong sense of style, a great fit and a price tag that protects the wallet; the 360 redefines polycarbonate performance.

The 360 helmet's strength, safety and fit make it



a superb helmet and a great all round choice.

Features: Lightweight best in class Polycarb/EPS helmet with Extended EPS protection, Quik-Dial glove friendly adjustable sizing, Adjustable EVA cushioned head-hugging inner pads, Nexus Acetal (better in low temps) quick release chin strap buckle, Smooth 16mm nylon chin strap, Four easy fit Acetal torch grips, Hood friendly sizing for winter wear, 3 Stylish colour choices, Emergency inner sticker, Storage bag, One size 53cm - 61cm / 21in - 24in. weight 360gms / 12.7oz. UIAA 106. CE 12492. 3 Sigma Rated.

BINERS

Neon Keylock

No ifs no buts, and no way to ignore this, the Neon screw is the *worlds lightest keylock screwgate* at only *43 grams* and finally makes a screwgate close to being as light as many modern snagates.

Achieved using a combination of the proven I beam technology and a little lateral thinking, the Neon Screwgate significantly adds to the armoury of the modern climber by allowing a screwgate to be carried without a weight penalty.

The Neon keeps a very usable gate clearance and with a small neat nose aiding entry it makes clipping and unclipping no toil - even with gloves. And as with all the Wild Country screws the Neons screwgate is strong enough to resist inward pressure as well as adding an extra safety dimension.

An amazing step forward and a true weight breakthrough the Neon screw ditches the weight of a screwgate making for safer climbing with less penalty!!

Features: Hyperlight, I Beam back, Keylock Nose, High strength screwgate, Hot forged, High gate open strength. 24kN / 8kN / 7kN. Product Code: 13NEONSG



Astro Tech-wire



At a shade over an ounce per unit and with the stylish and strong 'I beam' technology, the new Astro provides an amazing platform for the 2009 Wild Country range to sit on.

Like a miniature of the original, amazing Helium, the Astro's technology combines plenty of strength with a definitive design that keeps up the downward momentum of weight loss.

Small, but built to sit perfectly in the hand its size belies the ease of use. Built with our easy clip 'Tech-wire' wiregate and skinny, safe, hooded nose that makes it perfect for super slick clipping it's not hard to see why it handles so well.

The Astro is a hyperlight, high performance biner that weighs less to give more.

QDs come on 10mm dyneema with Tadpole. Sets of Biners / Quickdraws available. 10cm Qd weighs 65 grams.

Features: Hyperlight 29 gms, Techwire gate, I Beam back, Skinny hooded nose, Hot forged, 24kN / 7kN / 7kN Product Code: 13ASTROA



Nitro Tech-wire



The Helium is an exceptional biner...everyone tells us so! It feels great in the hand, clips superbly, and is still the world's lightest true full size biner. In fact maybe the only criticism is that it's incredible patented 'no-hook' nose makes it's production an expensive business.

So the Nitro is a solution to that, it's a Helium with a skinny hooded nose that's easier to produce and comes at a way better price!

So now you do the math....an easy clipping, full size, great feeling biner at an awesome price - equals a bargain just waiting to be snapped up.

QD comes on 10mm dyneema with Tadpole. Sets of Biners / Quickdraws available. 10cm Qd weighs 77 grams.

Features: Full size biner, 35 grams, Techwire gate, I Beam back, Skinny hooded nose, Hot forged, High gate open strength. 24kN / 9kN / 7kN Product Code: 13NITROA



PURE CHALK

There's more to chalk than meets the eye: and with the blending, baking, crushing and forming involved sometimes it can seem more like distilling whisky than making a simple white powder. So, remembering that the best whisky is usually the purest we figured that Wild Country Chalk would be better that way too...**Pure**...hence the name.

So with no additives, drying agents or other nasties to ruin your skin or trash the rock Pure Chalk will keep your hands clean and dry and help keep your head clear; even in the tightest, hottest spots...

350gm Chalk Bag

Blended, baked, formed, then crushed to our specifications this is the best value bag on the market with it's mega sized 350grams meaning it should last through a whole bunch of tries on even the most hardcore days out.

Our bag's re-sealable so it don't spill & mess your stuff and it recycles too so it doesn't mess anyone else's either.



60gm Chalk Ball

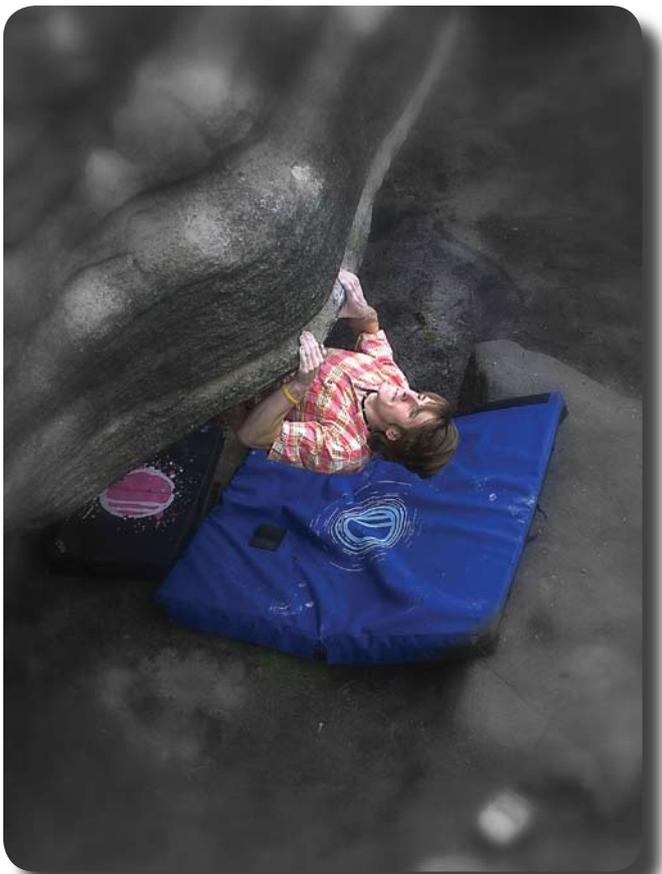
Sized to slip easily into your powder pouch, our chalk ball is super tough and is filled with 60 grams of our exclusive Pure Chalk formula. The stretch wrap lets out enough chalk each time to coat the fingers well but doesn't lose chalk too quick.

As a bonus it's the perfect size for throwing at mickey taking mates - after you've crashed and burned on another send - without causing them too much damage!!!



58gm Chalk Block

The original chalk delivery system is now available with 58grams of Wild Country Pure Chalk. Buying a block and breaking it lets you decide how you use it...big chunks, little chunks or smooth balls. Available as single block or an 8 block box



Boulder set

If you're just hitting the long road to bouldering enlightenment then we think you'll appreciate this perfectly formed set of gear that'll get you going - or keep you going longer if you're already a disciple on the path.



Includes:

- Boulder Bag - our new large flat bottomed chalk bag.
- Boulder Brush - A thin neat double ended brush.
- Pure Chalk - our big bulging 350gm re-sealable bag.
- Tape - a bonus item of thin, sticky, finger protecting stuff.

Boulder brush

A thin, tough and neat double ended brush. Designed to scrub even the smallest of edges to provide a clean, true, smeg free pull when you really need it on that crucial 'last go'. comes with a free and unique harness clip for carrying on routes too.



Giving Something Back



BMC Bonus - As a bonus you can help keep our climbing areas in better shape as 2% of all the turnover on all our bouldering gear and chalk products sold goes to the British Mountaineering Council to help the new Crag Care Fund keep our areas open, clean and accessible



Greener Bouldering - And in the spirit of doing our best in the outdoors, here's some more tips for a cleaner, greener day: 100% No chipping, use pads, use nylon brushes, clean ticks, collect trash & don't litter, car share, use trails, recycle, support access groups and plant a tree!!

DANIEL HROZEK ON THE SITTING START TO HITCHHIKERS 7C, NORTHUMBERLAND. PH MARK SAVAGE

