

De Brynje-filosofie

'HOLY' THOUGHTS

So? Is the grass greener on our side of the fence? Well, the grass needs lots of air to green, and as we use more air in your underwear than any other, the chances are that it is greener.

We have a lot of thinking behind our techo philosophy. Fact is, Nothing insulates like air. Nothing



helps dry like air. And these are huge factors in giving your body-thermostat a chance.

Curious? Well, we can't wait to tell you more. So read on!

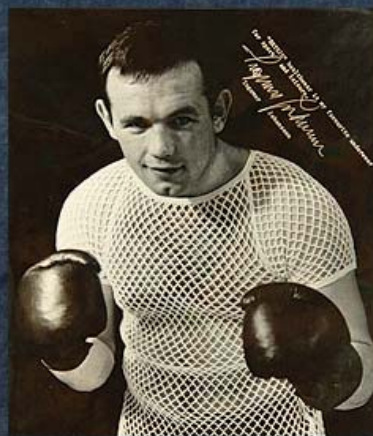
If you can't wait, run out and buy yourself a mesh product and start enjoying it. By then you will know for sure...

GOLDEN HOLE

When we 'invented' the hole, it was hardly as startling as when the wheel came around. But both share the geniality of simplicity and function.

Ever since we started up in 1887, have our aim been to be at the forefront in quality and functionality. When we launched the Original Mesh Shirt (The Helsetrøye), we sunned the world, and bettered function, comfort and user friendliness considerably. So it is not by chance our slogan is: 'We keep you Dry, Warm, Strong - and Happy!'

It's all founded on a strict philosophy.



The light, airy and super efficient Mesh Shirt had everyone sit up as it defined whole new standards when launched. The way it worked laid

down the criteria and foundation for our thinking. It was the beginning of our Golden Area, and to this day nothing has knocked our philosophy, aim or quality.

Another to hit Gold was the Swede Ingmar Johanson who became the undisputed Wold Heavyweight Champion when he beat Floyd Patterson with a shock TKO in 1956.

If you want heavy hitting arguments, - just read on...

Het Brynje-verhaal (vervolg)

THE 3 WISDOMS

1 Mesh has a very small contact surface against the skin. This prevents skin fragments, grease and waste material to reduce the effectiveness, and the material will function almost indefinitely. (On very long expeditions we jokingly say you only need to turn the Mesh outside-in halfway - maybe...

2 The most efficient Mesh today is our specially knitted Synthetic Mesh. It's fibbers do not such up moist and sweat (like wool and natural garments). This gives you a much dryer feel and reality, as moist is transported away from your skin instead of evaporating by pulling energy (heat) from the body.



3 The last point is Air! Nothing insulates, dries and breaths (!) like air. And in Mesh you find more air than in any garment. This helps you in two ways:

One, when you wear another fabric over, it traps the air in the mesh holes. This stationary air isolates fantastically as well as keeping you nice and warm.

Secondly, all this trapped air gives a phenomenal thermostat effect. If you are cold, it heats you rapidly. Are you warm and sweaty, the moist and

access heat is pressed away from the body. Your well being is balanced out.

Another fact is that mesh enhances the functionality of all other garments on its outside.

NOT CONVINCED?

- An extra functionality you get with mesh is clean cut insulation. Today most fabrics and garments are made super thin to take care if comfort. But that reduces the insulation and in all places where bones stick out the cold can easily bridge over. Mesh, on the other side, which is both lighter and warmer than most in comparison to weight / volume, have those few millimetres (with trapped air) that is needed between you and the shell cover and the cold.

- You should also make a note of the fact that our own special method of wool-spun, double-sided knitted mesh is softer, more elastic and more comfortable than any competing version of copy.



Do you think this sounds like an exaggeration? Well, just compare then! It's enough to go and see and feel the qualities in the shop.

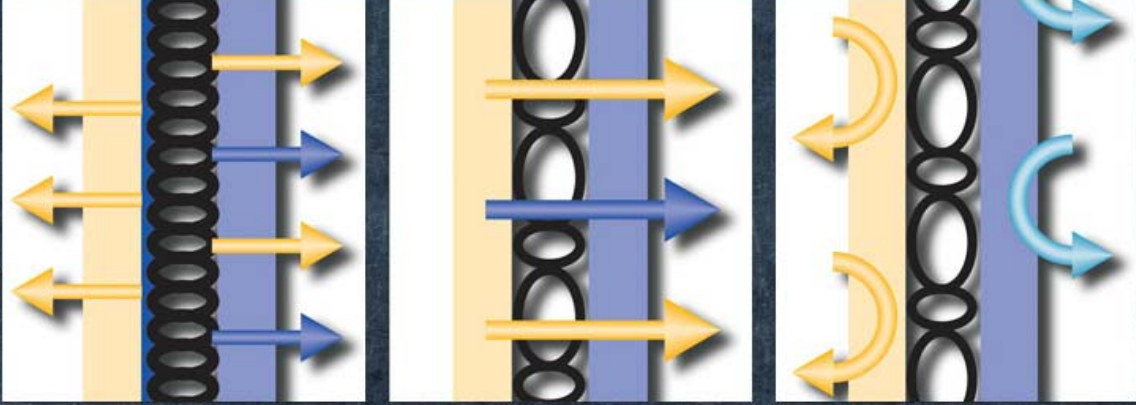
Another amusing thing is to touch and feel your Mesh shirt straight out of the washing machine. Because it feels almost totally dry. Instantly! Magic? – Hardly.

And why not put the shirt on, and slowly lower your hand down onto the mesh. When the hand gets closer you will feel the air in the mesh holes warm up more and more.

Still not convinced? Think this is just for crazy, snowed down Vikings? Well, it works in humid cities at winter, at work, or while seeing your kids play outdoor at winter, - or even in Africa!

Het Brynje-verhaal (vervolg)

LET'S VISUALISE:



The diagrams show three scenarios of heat and moisture transfer through different fabric types. In the first, dense fabric slows down evaporation. In the second, mesh actively pushes moisture away. In the third, a mesh layer traps air to provide insulation.

From all dense fabrics sweat will evaporate slowly. The body must use a lot of energy to dispose of the unwanted humidity / sweat.

The airy Mesh such up a minimum of moist. Excess heat and sweat is pressed out and away from the body.

When the body activity and heat decreases, the trapped air in the mesh create a warm and insulating layer close to the body.