

Press Information

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For further information/Buff® headwear samples please contact Sarah Gowans on sarah@buffwear.co.uk

Beat sweat with new Buff® Headband



From March next year there will be a new addition to the Buff® range of multi-functional headwear - **Buff® Headband**. Designed and manufactured as a direct result of consumer feedback, Buff® Headband offers the same improved wicking performance as their other Coolmax® products but with less fabric bulk.

The double layer of Coolmax® Extreme fabric is less than a third of the width of Original Buff® and can be worn comfortably under a helmet or on it's own to keep sweat out of your eyes. Buff® Headband is expected to be popular with runners, adventure racers, triathletes, cyclists and climbers alike who will appreciate its performance attributes. Rachel Elder of the GB Orienteering Team had this to say about it "I find the headband really good for running. I've used it on lots of long and short runs over the past month and a bit. It certainly keeps my ears



Buffera Ltd

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warm in the cold weather. I have also used it under a head torch when night orienteering and found it to be just the right thickness. The size is perfect for the circumference of my head too. The fabric also seems to wick well."

Available in 12 different designs and priced at £9.99, Buffera, the UK and Ireland distributors of Buff® headwear, have had an excellent response from retailers so far

Ends

THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR



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