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FOR IMMEDIATE RELEASE

## **CORE CONCEPTS RECEIVES THE POLARTEC® APEX AWARD**

**BOISE, Idaho** – Outdoor apparel company Core Concepts receives The Polartec® APEX Award 2008 for its Carve Full Zip, a mid-weight jacket included in the Fall 2008 women's collection.

Polartec APEX Awards are presented to designers and companies that make the most outstanding Polartec-based products. Garments are judged on innovation, design, style, workmanship, fit, and functionality.

Core Concepts Carve Full Zip will be displayed Outdoor Retailer Summer Market and OutDoor Shows in the Polartec booth. To view North American APEX Award winners, visit [www.polartec.com/apex/index.php](http://www.polartec.com/apex/index.php).

Core Concepts is an outdoor apparel company featuring top notch performance layers that combine the highest quality branded technical fabrics with unique design elements and custom print accents. The 2008 collections feature base, mid-weight, and soft shells that are designed to be multi-sport and multi-climate capable and offer the ultimate flexibility for outdoor enthusiasts who want to go from the slopes and trails to the downtown coffee shop all in the same day.

Also included in the Core Concepts Fall 2008 collection is the men's Cowboy Pow Full Zip. This technical mid-weight layer offers the protection of Polartec® Wind Pro® and a unique pattern of underarm vent panels featuring custom print accents. The Cowboy Pow incorporates Polartec® Hardface® technology to repel the elements without sacrificing breathability.

Based in Boise, Idaho, Core Concepts launched into the outdoor apparel industry in 2007 and features layering apparel that combines the highest quality performance fabrics with unique design elements – proving that we all can achieve an 'Active. Life. Style.' As part of its commitment to giving back, Core Concepts participates in 1% For The Planet in order to help preserve and protect the natural world. For more information on Core Concepts, visit [www.corelayers.com](http://www.corelayers.com).

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