



ARC'TERYX

MARKETING BOOK

FALL/WINTER 2016



#CLIMBERHANDS



INTRODUCTION

This is the Fall/Winter 2016 Arc'teryx Marketing book. It will provide you with a detailed overview of our campaigns and tools for the season.

*All graphics and campaign titles on this guide are subject to change ahead of consumer launch

#CLIMBER
HANDS

CAMPAIGN OBJECTIVE

Together with our Athletes, Brand Ambassadors, staff and retail partners, kick start a social media conversation with the global climbing community to inspire climbers to share their stories and photographs through #Climberhands.

WEIGHTING: MEDIUM





OBSessive DESIGN

Arc'teryx creates innovative, beautiful and enduring products that provide our users with unrivaled quality and performance.

CAMPAIGN OBJECTIVE

Introduce our key seasonal product innovations within a holistic brand campaign that clearly defines our design principles and brand purpose.

Increase brand awareness, consideration and drive purchase through multi channel advertising, technical and conversion assets.

WEIGHTING: HEAVY

SECONDARY CAMPAIGNS

CAMPAIGN OBJECTIVE

Increase consumer relevancy by enabling campaign customization.

Introduce seasonal innovations and promote iconic Arc'teryx style.

WEIGHTING: LIGHT

HERO CAMPAIGNS



AUG SEP OCT NOV DEC JAN

SECONDARY CAMPAIGNS

SECONDARY CAMPAIGNS CAN BE ACTIONED ANY MONTH STARTING AUG 11th



ATOM LT FAMILY
RODHEI - M
SOMERSET - W



RAVENNA JACKET
VOILET WINE - W



FIREBEE AR PARKA
MACAW - M

TERTIARY CAMPAIGNS

KEY VISUALS
AVAILABLE AUG
11th

FALL 2016	AUG	SEP	OCT	NOV	DEC	JAN
ARC'TERYX ESSENTIALS	►	►	►	►	►	►
WHITELINE	►					
ENDORPHIN	►					
24	►					
	FYX 13 BLACK	A2B VINTON JACKET DARK MOSS - M DURANT COAT NIAGARA - W	AMES JACKET DARK MOSS - M	GAMBIER JACKET QUARTZ - W	PHASE AR LS VERMILLION - M	SPHENHE JACKET ROHDEI - M
					CERIUM LT HOODY NAUTIC GREY - M	TRINO JACKET SOMERSET BLUE - W

#CLIMBER
HANDS



HARNESS RANGE WST



WEBSITE

Climber Hands Homepage
Climber Hands Landing Page
Web Advertising



EMAIL

E-mail August 11th
Blog August 11th



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

POS Tools
Campaign Imagery
Desk Topper



CO-OP Ads

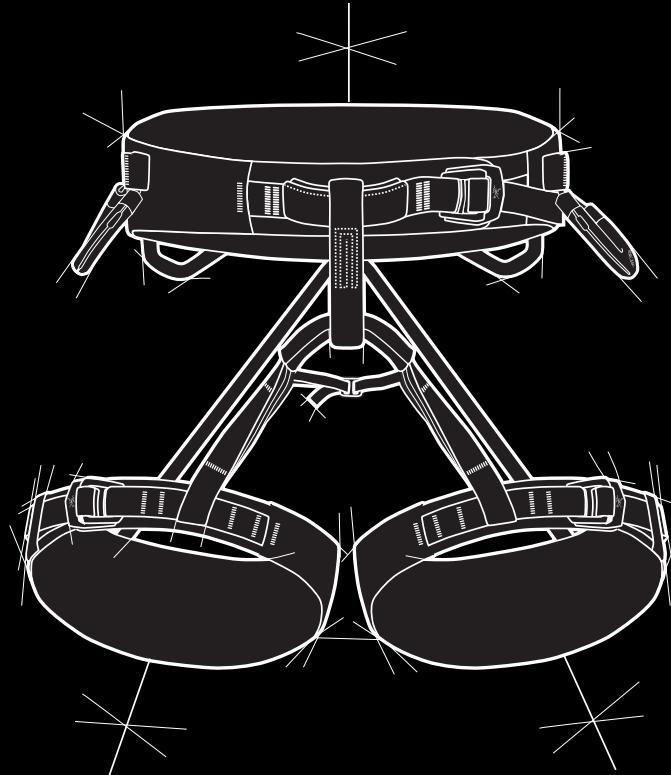
Single Page
Double Page
Digital Banner ads



*Aug 11th to Sept 14th

BRAND SUPPORT

Endemic Advertising
PR Outreach
Targeted Digital Advertising



OBSESSIVE
DESIGN

VOLTAIR 30



ENGAGEMENT / PRODUCT POSITIONING

DESIGN OBJECTIVE:

Develop a Avalanche Airbag that allows multiple deployments on a single battery charge for safety training and multiple day expeditions. During high stress high consequence situations. You don't rise to the occasion, you fall back on our training.

SOLUTION:

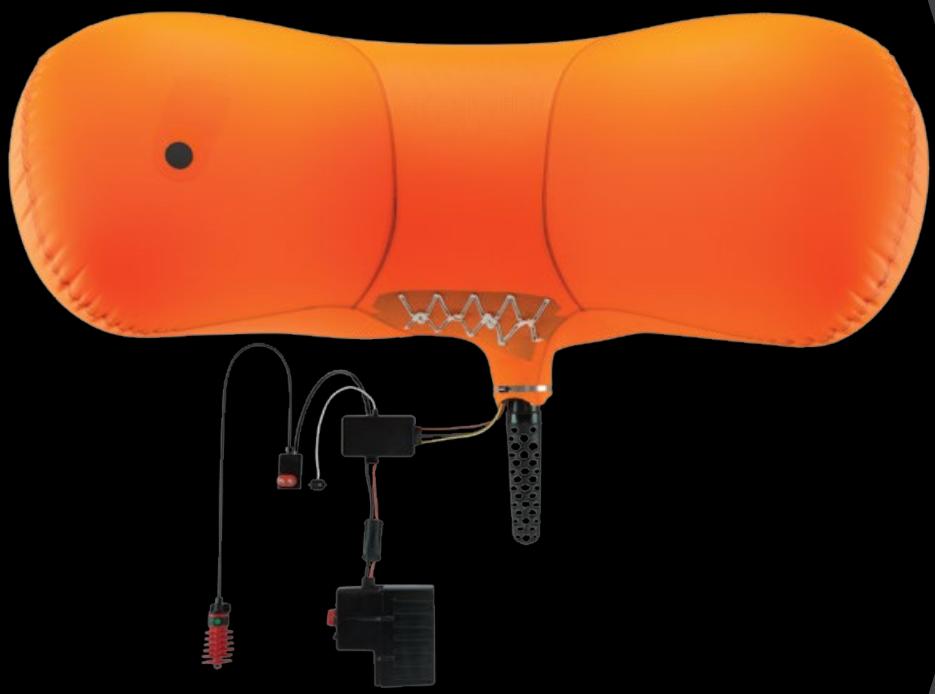
The powerful rechargeable lithium-ion polymer battery powered fan allows for repeated usage meaning user can train, be proficient and also deploy airbag without hesitation. Operates in extreme cold weather.

Custom engineered impeller increases pressure for superior inflation.
The system activates 1 second every 5 seconds after deployment to stay inflated in case of a puncture

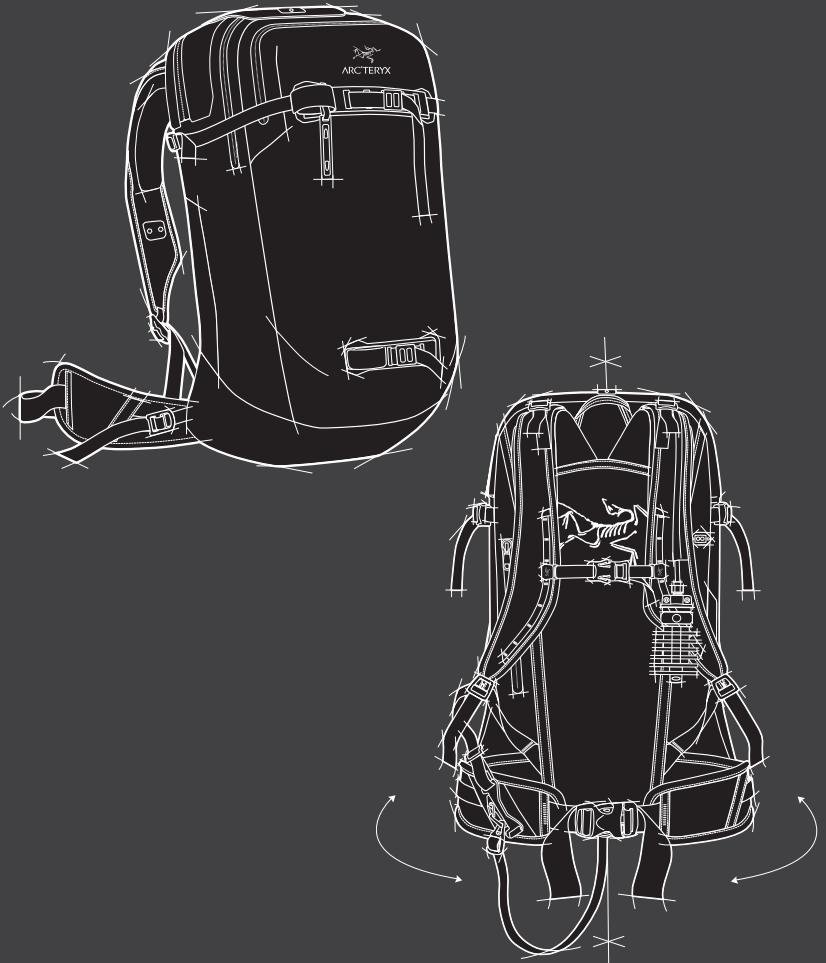
AC2 fabric technology makes the pack impervious to weather keeping contents dry and safe. Small compact system gives volume for gear.

DESIGN COLLABORATORS:

GORDON ROSE (lead), SCOTT AIKEN, PETE HILL



VOLTAIR 30





HERO INITIATIVE

VOLTAIR 30

A screenshot of the Arc'teryx website. The main hero image features a black Voltair 30 backpack mounted on a snowboard deck, which has a large orange airbag attached to its tail. The background is a snowy mountain slope. On the left, a black sidebar contains the text "OBSESSIVE DESIGN VOLTAIR 30". The top navigation bar includes links for "SHOP", "OUR STORY", "VEILANCE", "@arcteryx", and a search bar.



A product photograph of the red Voltair 30 backpack set against a backdrop of a snowy mountain peak. The Arc'teryx logo and "OBSESSIVE DESIGN VOLTAIR 30" text are present. A small text box at the bottom right reads: "Move freely and rapidly in variable alpine environments with composites. Two fabrics, one piece, balancing moisture management and zonal weather protection."

*Artwork not final

DIGITAL TOOLS



WEBSITE

Landing Page
Homepage
Web Advertising
Product Imagery



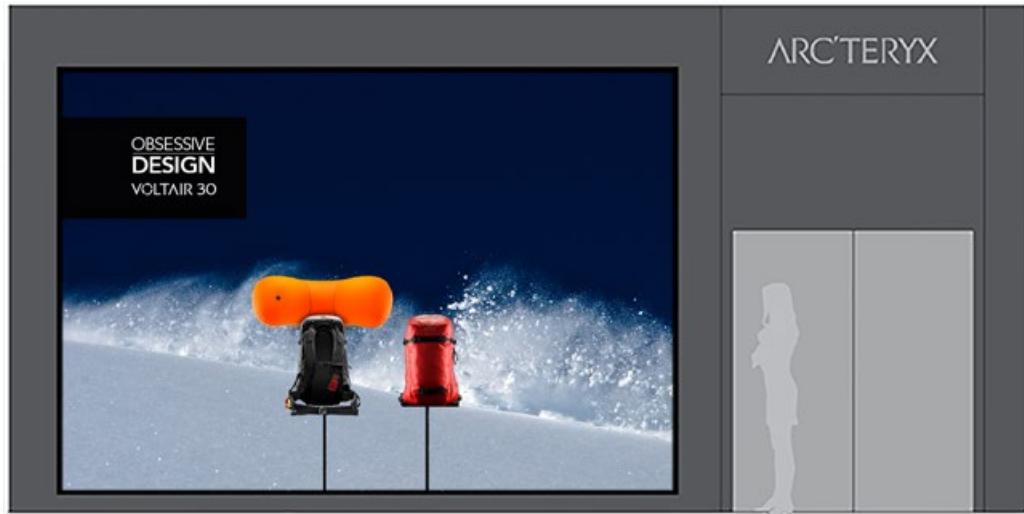
EMAIL

Email September - Voltair Airbag
Blog September



VIDEO

4 Min Product Documentary Film
Producer: In house
Delivery date: April 15th, 2016
Release date: September 15th, 2016



*Artwork not final

RETAIL TOOLS



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

- Product Imagery
- Action Images
- Bag Stands
- Slate/Grid Wall Display
- Desk Topper
- Product Focused Imagery
- Mannequin Merchandising Guidelines



CO-OP ADS

- Single Page Ads
- Double Page Ads
- Digital Banner Ads



BRAND SUPPORT

- Media Launch Event in Whistler Dec 7th 2015
- PR outreach and Seeding
- Endemic Advertising
- Targeted Digital Advertising

HERO

HERO OUTFIT:



VOLTAIR 30L PACK - CAYENNE

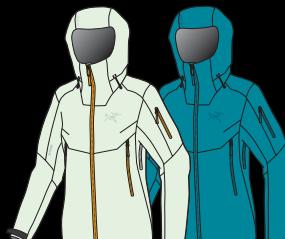


VOLTAIR 30L PACK - CAYENNE
SHASHKA JACKET - SOMERSET BLUE
ATOM LT HOODY - FIESTA
PHASE AR ZIP NECK - ISLAND BLUE
SENTINAL PANT - CERULEAN
ANERTIA GLOVE - BLACK
FERNIE TOQUE - GLACIER BAY

CROSS MERCHANDISING



SHASHKA JACKET



SENTINEL JACKET



ASTRYL JACKET



ANDESSA JACKET



CERIUM LT HOODY



CERIUM SL VEST



ATOM LT HOODY



ARENITE HOODY



PROCLINE SV BOOT



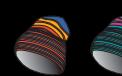
MAEVEN HOODY



DELTA LT ZIP



FERNIE TOQUE



ROLLING STRIPE HAT



ARC MOUNTAIN TOQUE



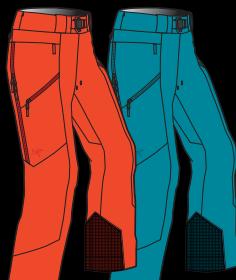
LITHIC MITTEN



ANERTIA GLOVE



RIVET GLOVE



SENTINEL PANT



KAKEELA PANT



VOLTAIR 20 PACK



VOLTAIR 30 PACK



KHAMSKI 38 PACK

* Only select colourways and product shown. Reference Workbook for additional colourways.

A close-up, low-angle shot of a ski boot's buckle mechanism. The buckle is white with black and orange plastic components. It is attached to a black strap that runs diagonally across the frame. The strap is secured to an orange, textured boot shell. The background is dark.

OBSESSIVE
DESIGN

PROCLINE SV

ENGAGEMENT / PRODUCT POSITIONING

DESIGN OBJECTIVE:

Design a footwear system that enables ski alpinists to use one pair of boots on their technical climbing and skiing adventures instead of two pairs.

SOLUTION:

The first hybrid between a alpine climbing and a ski touring boot.

3D Cuff Innovation (patented)

Lateral ankle mobility enables unparalleled climbing and touring performances.

Climbing features

Snow and Water proof gaiter. Rubber toe cap. Automatic crampon compatible. Dual compound Vibram climbing sole.



DESIGN COLLABORATORS:

FEDERICO SBRISSA (LEAD), JEROME CHAIGNE

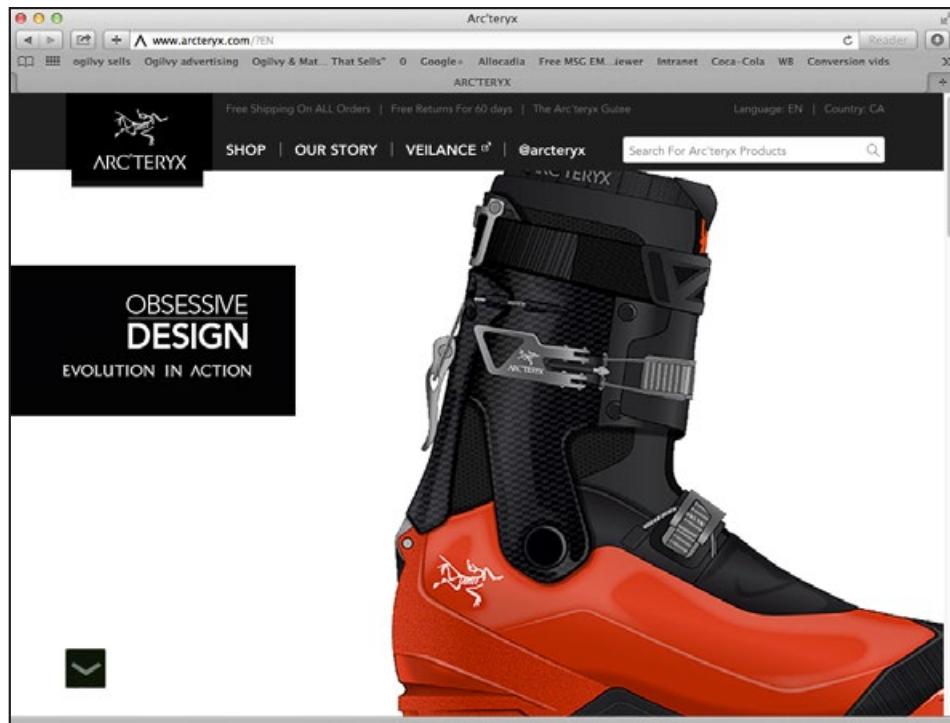
PROCLINE SV





HERO INITIATIVE

PROCLINE SV



*Artwork not final

DIGITAL TOOLS



WEBSITE

Landing Page
Homepage
Web Advertising
Product Imagery



EMAIL

E-mail October – Procline SV
Blog October



VIDEO

The 3D cuff

4 Min Product Documentary Film

Producer: In house

Delivery date: April 15th, 2016

Release date: September 15th, 2016



*Artwork not final

RETAIL TOOLS



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

- Product Imagery
- Action Images
- Footwear Display
- Desk Topper
- Product Focused Imagery
- Mannequin Merchandising Guidelines



CO-OP Ads

- Single Page Ads
- Double Page Ads
- Digital Banner Ads



BRAND SUPPORT

- Media Launch Event in Whistler Dec 7th 2015
- PR Outreach and Seeding
- Endemic Advertising
- Targeted Digital Advertising
- Demo Fleet (N.A. EMEA)

HERO

HERO OUTFIT:



PROCLINE SV BOOT - CARBON



PROCLINE SV BOOT - CARBON
NUCLEI AR JACKET - MACAW
PROCLINE COMP JACKET - BOMBORA
PROCLINE HYBRID HOODY - CARDINAL
PHASE AR LS ZIP NECK - BLACK
PROCLINE FL PANT - GRAPHITE
PROCLINE BEANIE - MACAW
VOLTAIR 30L PACK - BLACK
LITHIC GLOVE - BLACK
RIVET GLOVE - BLACK
AR395A HARNESS - POSEIDON

CROSS MERCHANDISING



REDESIGN



ALPHA AR JACKET



PROCLINE COMP JACKET



NUCLEI AR HOODY



PROTON AR HOODY



PROTON LT JACKET



CERIUM LT HOODY



PROCLINE HYBRID HOODY



DELTA LT JACKET



PROCLINE AR PANT



PROCLINE FL PANT



PROCLINE BEANIE



FORTREZ BEANIE



BIRD HEAD TOQUE



VOLTAIR 30 PACK



LITHIC GLOVE



ALPHA SL GLOVE



RIVET GLOVE



KHAMSKI 31 PACK



KHAMSKI 38 PACK

* Only select colourways and product shown. Reference Workbook for additional colourways.

OBSESSIVE
DESIGN

ALPHA SV



ENGAGEMENT / PRODUCT POSITIONING

DESIGN OBJECTIVE:

Deliver incremental improvements: reduce our apparel construction complexity and weight.

SOLUTION:

Exclusive water tight zipper technology.
Our most durable hard shell weights in at 475grams.

DESIGN COLLABORATORS:

GREG GRENZKE, MIKE BLENKARN



ALPHA SV





HERO INITIATIVE

ALPHA SV

www.arcteryx.com/PEN

Free Shipping On ALL Orders | Free Returns For 60 days | The Arcteryx Guide

Language: EN | Country: CA

ARCTERYX

SHOP | OUR STORY | VEILANCE | @arcteryx Search For Arc'teryx Products



Arcteryx - Crossesales Visa in house
FREE 2-DAY SHIPPING*

NEW FOR FALL MEN'S WOMEN'S PACKS CLIMBING GEAR ACCESSORIES

ARCTERYX COMMIT STRIKE PERFECT BALANCE SHOP ARCTERYX NOW

OBSESSIVE DESIGN VOLTAIR 30

Move freely and rapidly in variable alpine environments with composites. Two fabrics, one piece, balancing moisture management and zonal weather protection.

*Artwork not final

DIGITAL TOOLS



WEBSITE

Landing page
Homepage
Web Advertising
Product Imagery



EMAIL

E-mail November - Alpha SV
Blog November



VIDEO

LIGHTER AND STRONGER,
The Relentless Pursuit of
Perfection

4 Min Product Documentary Film
Producer: In house
Delivery date: March 15th, 2016
Release date: September 15th, 2016



*Artwork not final

RETAIL TOOLS



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

Product Imagery
Action Images
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP Ads

Single Page Ads
Double Page Ads
Digital Banner Ads



BRAND SUPPORT

PR Outreach and Seeding
Trade Media (OR, ISPO, SIA)
Endemic and Mass Media
Advertising
(November 16 to X-Mas)
Targeted and Mass Digital
Advertising
(November 16 to X-Mas)

HERO

HERO OUTFIT:



ALPHA SV JACKET - CARDINAL



ALPHA SV JACKET - CARDINAL
PROTON LT HOODY - BOMBORA
SATORO AR ZIP NECK - MACAW
ALPHA SV BIB - BLACK
FORTREZ BEANIE - BLACK
ALPHA FL GLOVE - GRAPHITE/CARDINAL
ALPHA SV MITTEN - BLACK
ALPHA FL 45L PACK - BLACK
AR395A HARNESS - POSEIDON
ACRUX2 AR BOOT - BLACK/CAJUN

CROSS MERCHANDISING



CERIUM LT HOODY



CERIUM SL VEST



DELTA LT JACKET



ALPHA SV BIB PANT



PSIPHON AR PANT



RHO LTW BEANIE



FORTREZ BEANIE



ARC MOUNTAIN TOQUE



ALPHA FL 30 PACK



ALPHA FL 45 PACK



ALPHA SV MITTEN



ALPHA AR GLOVE



ALPHA SL GLOVE



KHAMSKI 31 PACK



KHAMSKI 38 PACK

* Only select colourways and product shown. Reference Workbook for additional colourways.



OBSESSIVE
DESIGN

SATORO AR

ENGAGEMENT / PRODUCT POSITIONING

DESIGN OBJECTIVE:

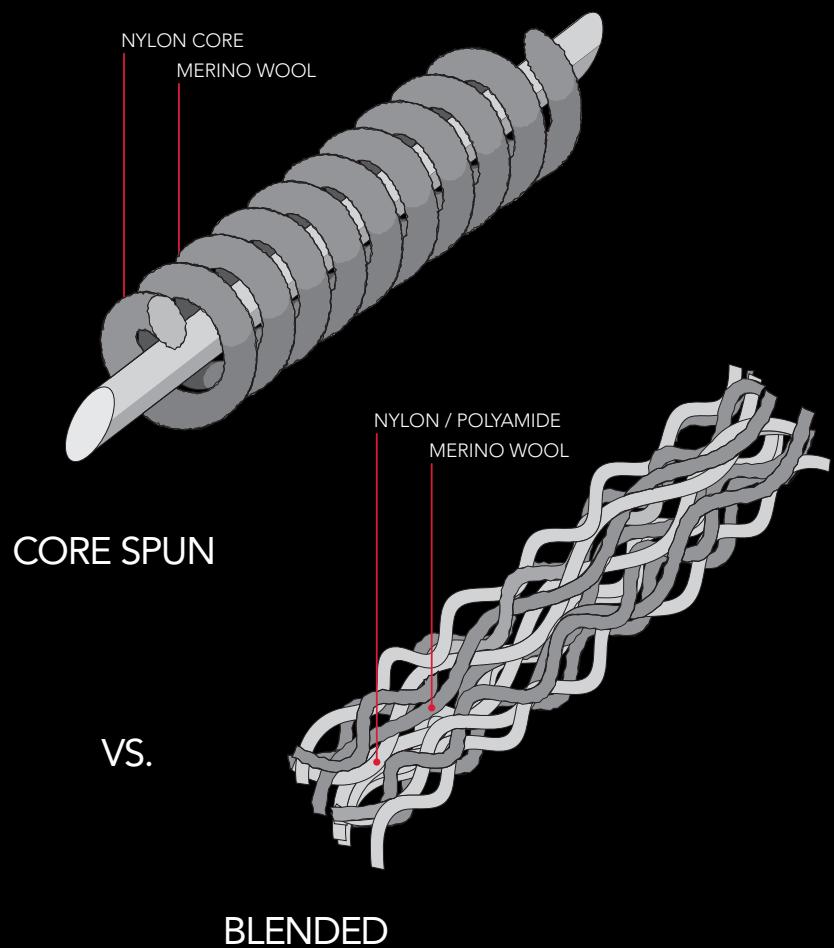
Develop durable, odour resistant natural fiber baser layers.

SOLUTION:

Engineered Merino wool with nylon core technology.

DESIGN COLLABORATORS:

CARL MORIARTY AND CIE



SATORO AR

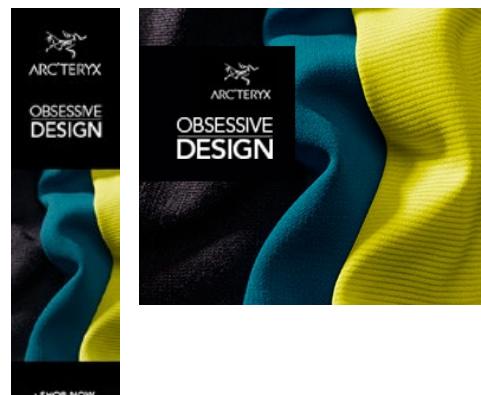
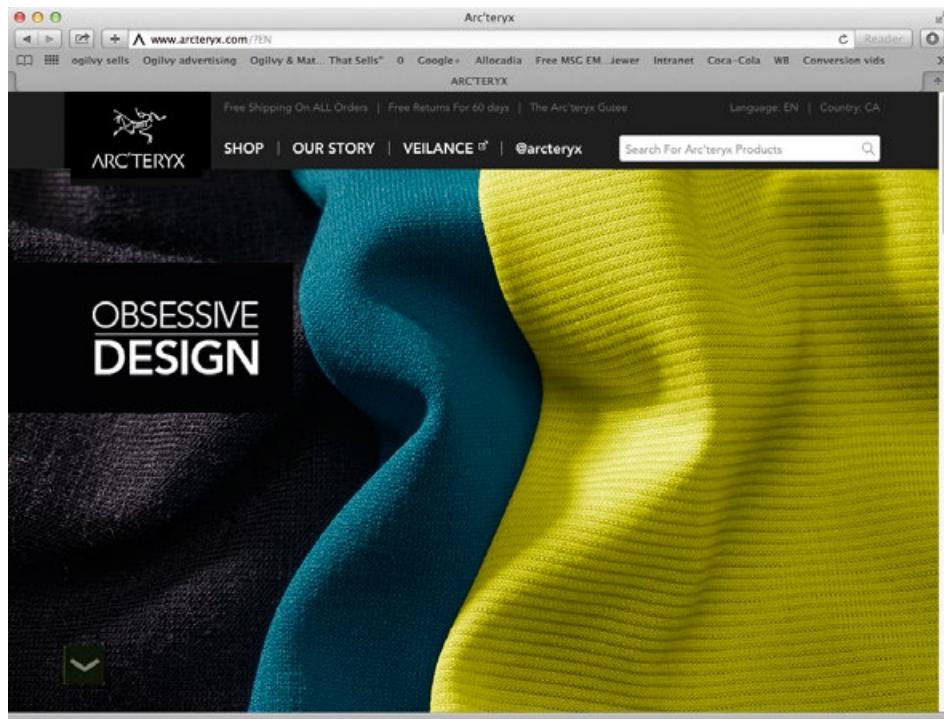


PHASE AR



HERO INITIATIVE

SATORO AR



*Artwork not final

DIGITAL TOOLS



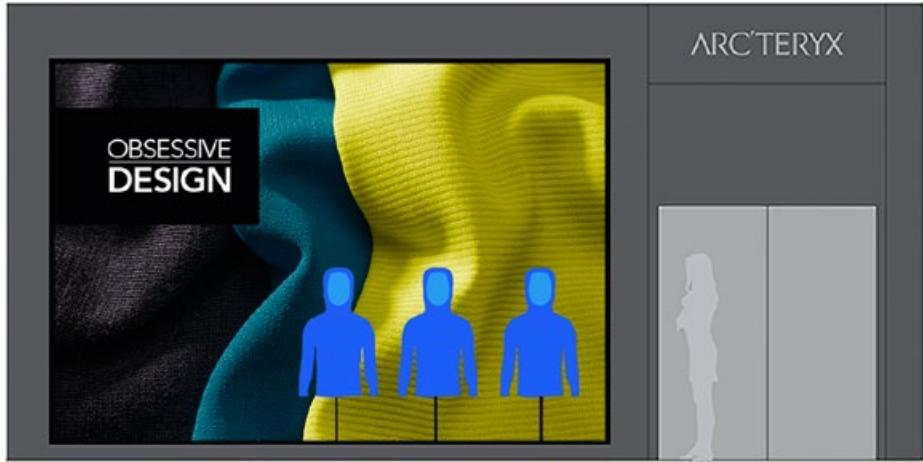
WEBSITE

- Landing page
- Homepage
- Web Advertising
- Brand Imagery



EMAIL

- Email December - Satoro AR
- Blog December



*Artwork not final

RETAIL TOOLS



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

Baselayer Rack
Grid Wall Product Information
Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising Guidelines

*Grid wall and slate wall compatible packaging



CO-OP Ads

Single Page Ads
Double Page Ads
Digital Banner Ads



BRAND SUPPORT

PR Outreach and Seeding
Trade Media (OR, ISPO, SIA)
Targeted Digital Advertising
(December 15th to X-Mas)

OBSESSIVE
DESIGN

PROTON AR



ENGAGEMENT / PRODUCT POSITIONING

DESIGN OBJECTIVE:

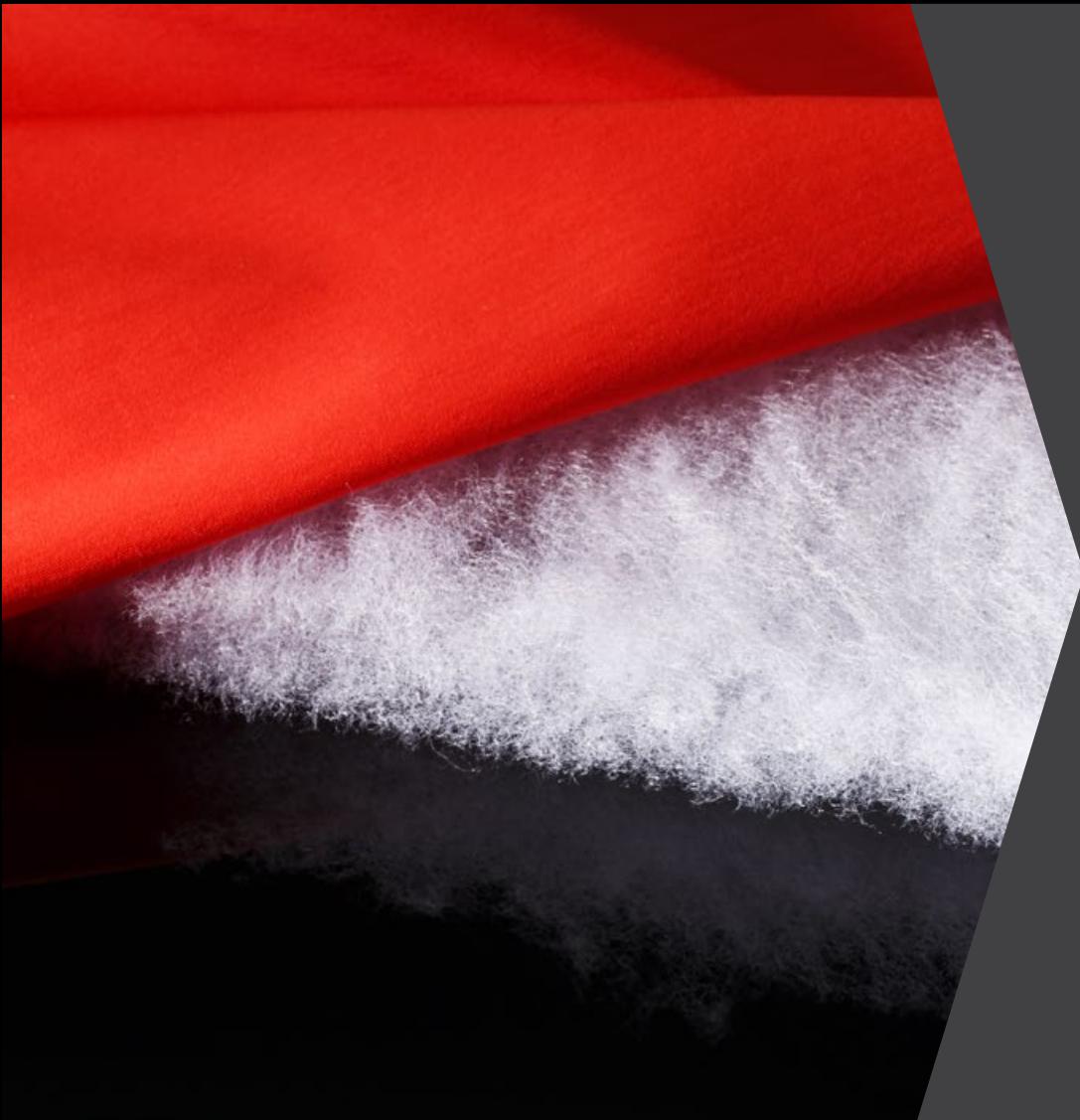
Develop a moisture management system to allow air permeability during high output activities.

SOLUTION:

A lightweight air permeable insulated jacket.

DESIGN COLLABORATORS:

JROCK AND COMPANY



PROTON AR





HERO INITIATIVE

PROTON AR

The screenshot shows the Arcteryx website homepage. The main visual is a close-up of a bright red Proton AR jacket. Overlaid on the left side is the text "OBSESSIVE DESIGN" in large, white, sans-serif capital letters. The Arcteryx logo icon is visible on the jacket's chest. At the top of the page, there's a navigation bar with links like "SHOP", "OUR STORY", "VEILANCE", and "ARCTERYX". A search bar is located at the top right. The URL "www.arcteryx.com/PEN" is visible in the address bar.



A product shot of a red Proton AR jacket against a black background. The jacket has a high hood and a front zipper. The Arcteryx logo icon is on the chest. To the left of the jacket, the text "ARCTERYX OBSESSIVE DESIGN" is displayed. Below the jacket is a box containing the text: "Move freely and rapidly in variable alpine environments with composites. Two fabrics, one piece, balancing moisture management and zonal weather protection." At the top right, there's a "FREE 2-DAY SHIPPING*" offer and a "SHOP ARCTERYX NOW" button.

*Artwork not final

DIGITAL TOOLS



WEBSITE

Landing page
Homepage
Web Advertising
Brand Imagery



EMAIL

Email December - Proton AR
Blog December



VIDEO

AIR PERMEABLE MATERIALS

4 Min Product Documentary Film
Producer: In house
Delivery date: April 15th, 2016
Release date: September 15th, 2016



*Artwork not final

RETAIL TOOLS



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP Ads

Single Page Ads
Double Page Ads
Digital Banner Ads



BRAND SUPPORT

PR Outreach and Seeding
Trade Media (OR, ISPO, SIA)
Targeted Digital Advertising
(January)

HERO

HERO OUTFIT:

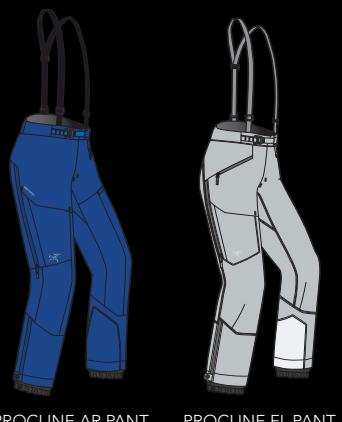


PROTON AR HOODY - FIESTA



ALPHA SV JACKET - SOMERSET BLUE
HERO: PROTON AR HOODY - FIESTA
ZOA HOODY - ISTRIAN STONE
ALPHA SV PANT - BLACK
ARC MOUNTAIN TOQUE - SOMERSET BLUE/ SONGBIRD BLUE
ALPHA SV MITTEN - BLACK
ALPHA 30L PACK - BLACK
AR385A HARNESS - SUMIRE
ACRUX AR GTX BOOT - BLACK/CAJUNCAJUN

CROSS MERCHANDISING



* Only select colourways and product shown. Reference Workbook for additional colourways.

SECONDARY CAMPAIGNS

ATOM FAMILY

VISION:

The Atom Family provide a wide selection of Coreloft™ insulated products ranging from a super light to all around weather solutions.

SOLUTION:

The Atom Family provide a wide range of Coreloft™ insulated products ranging from a super light to all around weather solutions.



ATOM FAMILY



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



EMAIL

Email September



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads



BRAND SUPPORT

PR Seeding

SECONDARY CAMPAIGNS

FIREBEE AR

VISION:

Create lightweight backcountry insulation for expeditions in extreme cold environments.

SOLUTION:

Highly packable backcountry insulation offering our best warmth-to-weight ratio. Featuring GORE® THERMIUM™ 3D light weight, water resistant and windproof face fabric and 850 fill European grey goose down insulation. Constructed using 3D down contour construction sealing out any negative air space. Fully seam sealed to offers a high level of moisture resistance.

GORE®
THERMIUM™



FIREBEE AR PARKA



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



EMAIL

Email November



WINDOWS

Pre-Designed Windows



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads



SECONDARY CAMPAIGNS

RAVENNA

VISION:

Develop a full featured, trim fitting 3L GORE-TEX® shell that aesthetically fit in a ski resort environment.

SOLUTION:

A fully featured, trim fitting on-resort ski jacket featuring N70s-4 way stretch GORE-TEX® for increased comfort, articulation and a precision fit.



RAVENNA



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



EMAIL

Email November



WINDOWS

Pre-Designed Windows
Product Focused Imagery
Mannequin Merchandising
Guidelines



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads



► ARC'TERYX ESSENTIALS

Arc'teryx Essentials is a collection of versatile products that showcase Arc'teryx principles of design and a commitment to creating high performance, hard wearing and reliable solutions.

TERTIARY CAMPAIGNS



ARC'TERYX ESSENTIALS



EMAIL

Email October



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads



CERIUM LT HOODY
NAUTIC GREY - M

WHITELINE

Whiteline products are snowsports specific designs detailed for skiing and snowboarding.

TERTIARY CAMPAIGNS



WHITELINE



SPHENE JACKET
ROHDEI - M



EMAIL

Email October



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads

► ENDORPHIN

Endorphin products are made for mountain training—high aerobic output activities intended to develop and maintain fitness for other mountain sports.

TERTIARY CAMPAIGNS



ENDORPHIN



TRINO JACKET
SOMERSET BLUE - W



EMAIL

Email October



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



POINT-OF-PURCHASE

Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads

TERTIARY CAMPAIGNS

24 lifestyle products blur the distinction between outdoor-inspired performance and everyday living needs.





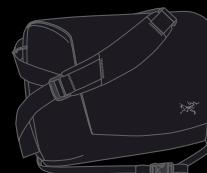
A2B VINTON JACKET
DARK MOSS - M



GAMBIER JACKET
QUARTZ - W



AMES JACKET
DARK MOSS - M



FYX 13
BLACK



EMAIL

Email October



WEBSITE

Landing page
Homepage
Product Imagery
Brand Imagery



POINT-OF-PURCHASE

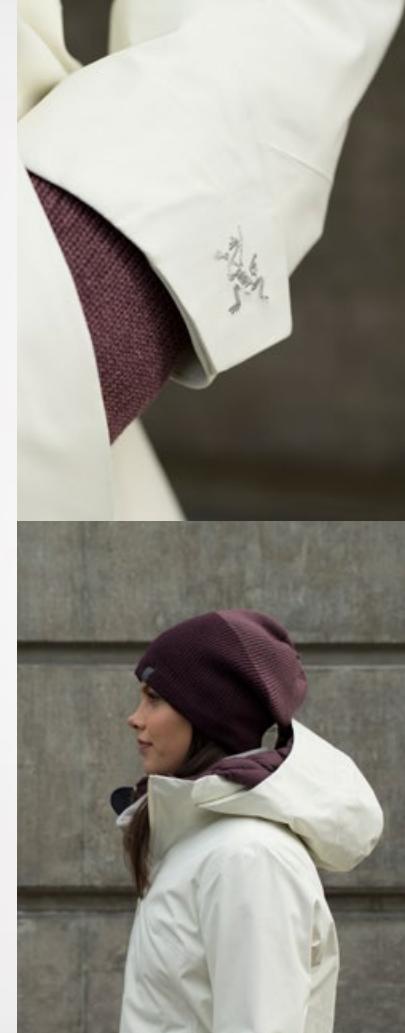
Brand Imagery
Desk Topper
Product Focused Imagery
Mannequin Merchandising
Guidelines



CO-OP ADS

Single Page Ads
Double Page Ads
Digital Banner Ads

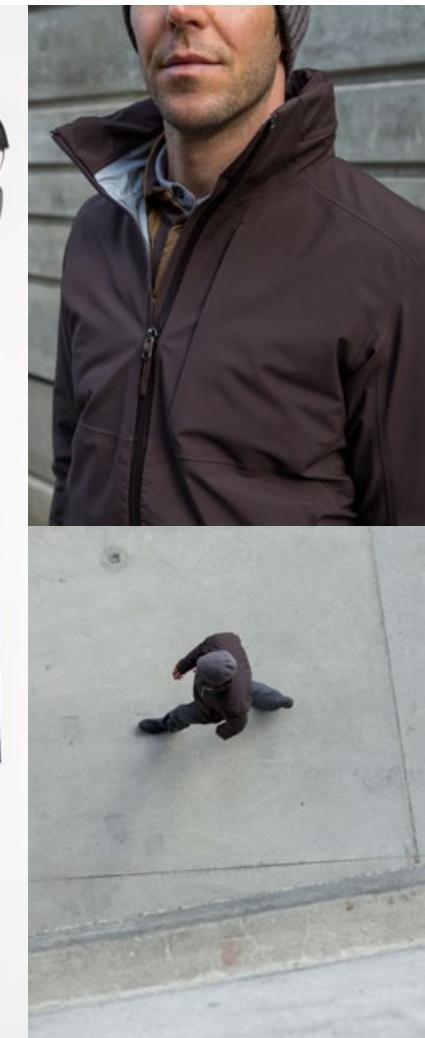
LOOKBOOK CAMPAIGN



OBJECTIVES:

Provide usage context for all of hero, secondary and tertiary product campaigns.
Bring our collection concepts to life in physical and digital environments.

All photo series will be repurposed to support visual merchandising, lookbook development and PR.





MARKETING DELIVERY CALENDAR

F16	2015		2016			
	OCT	NOV	MAY	JUN	JUL	AUG
Sell In Assets						
Workbook - Outdoor		X				
Digital Workbook - Outdoor		X				
Game Book		X				
Sell in Videos		X				
Trade Show Venue Design			X			
Sell Through Assets						
Channel						
Brand Images				X		
Brand Communication Guides				X		
Campaign Assets, including images, videos, windows, POP etc.			X	X		
Pocket Guides			X			
Clinic PPT						X
Product & Feature Images			X			
Product Copy			X	X		
Consumer						
GTM Marketing Calendar			X			
Global Media Kits		X				
OOH Seasonal Launch Video						X
Consumer Brochure Template			X			
Conversion Videos						X
Conversion Images with Guides			X			

F16 PRODUCT MEDIA ASSET LIST



Product	Awareness Video	Engage Video	Conversion Video	Print Ads	Window	Homepage	Landing page	Conversion images	Coop Ad	In-Store POP	CRM E-mail	Blogs
WST Harness	X			X	X	X					X	X
Atom LT		X	X		X		X		X	X	X	X
Voltair 30	X		X	X	X	X	X	X	X	X	X	X
A2B Vinton			X				X	X	X	X	X	X
Durrant coat			X				X	X	X	X	X	X
Procline SV Boot	X		X	X	X	X	X	X	X	X	X	X
Revenna			X				X	X	X	X	X	X
Ames Jacket			X				X	X	X	X	X	X
Alpha SV	X	X	X	X	X	X	X	X	X	X	X	X
Firebee AR			X						X		X	X
Gambier Jacket			X				X	X	X	X	X	X
Satoro AR	X	X	X	X	X	X	X		X	X	X	X
Phase AR	X	X					X		X	X	X	X
Cerium LT			X						X	X	X	X
Trino jacket			X				X	X	X		X	X
Proton AR 90	X		X	X	X	X	X	X	X	X	X	X
Sphene									X		X	X

BRAND POP

Selection of storytelling and brand POP available for fall 2016



Slat Wall Graphic Holder
223224



Desk Topper
199815



Arc'teryx Solid Cubes
223305



Wall Logo Sign
223265



ARC'TERYX
AUTHORIZED DEALER

Dealer Decal
223220



ARCHAEOPTERYX LITHOGRAPHICA

A hundred and forty million years ago a creature struggled to escape the hostile horizontal world. It became lean and strong and developed into a magnificent climber. Then driven by success and the gears of evolution, it developed the feather... and downclimbing became a thing of the past.

At Arc'teryx, our central purpose is to build the best product possible. We don't focus on incremental advancements, but on radically improving the status quo. Our designers strive not to outshine the competition, but to challenge assumptions about how outdoor products should be built.

We have created ground breaking construction technology, developed paradigm-shifting designs, and introduced major fabric technology. The resulting deluge of recognition, and mimicry, has cemented our reputation at the pinnacle of the outdoor world. Driven by evolution in action, we work passionately to advance performance in the outdoors.



ARC'TERYX

Suite 110 – 2220 Dollarton Highway
North Vancouver BC Canada V7H 1A8
arcteryx.com

