

Designed for the SA market

Ridgeline has been specifically tailored to suit the warm SA market, but it still provides the excellent camouflage that it is known for internationally

The superior quality Ridgeline outdoor clothing range, developed at the foot of the New Zealand mountains, is now available to South African clients in a modified format specifically suited to our conditions.

The patterns on their camouflage clothing range even look like photos of the South African veld... because they were actually designed from copies of photos taken in our bushveld!

Established in 1990, the Ridgeline range was originally made for the wet, cold New Zealand weather — waterproof, warm and, more importantly, comfortable. Five years later Cameron Sports, the New Zealand sister company to the South African distributor Afr1can Outdoor Sports, bought the licensing rights to Ridgeline and has since then been working on improving these quality outdoor garments.

Afr1can Outdoor Sports imported a shipment of Ridgeline garments about five years ago, and found them to be far superior to anything available in the South African market. But, there was one small drawback — the garments were too warm for our market. That is when the team at Ridgeline started working on producing something that would retain the existing quality of the brand, yet have the finesse to cope with the rigours of the African veld.

They first started with a few jackets and tweaked them to be marginally thinner and durable for the African



bushveld. After perfecting that, they then proceeded to make an outdoor polo/golf shirt from a lightweight, breathable material to withstand our harsh summers.

This all took time, but once completed, they had the recipe for success in Africa.

That is when the real task began: the team at Ridgeline decided about three years ago to design camouflage garments that would be unique, comfortable and, more importantly, be of the highest quality ever seen in the South African market.

They started by taking a large number of photos — 320 to be precise — of

our bushveld. The photos were then split into a number of segments and certain elements of the bush were extracted. A team of specialised experts clinically joined the elements to produce one unique digital camouflage pattern, something very few companies can claim.

Once they completed the camouflage pattern **Buffalo Camo** they could get to work on the actual garments.

They started with the shirt — a garment they take much pride in — because they believed it needed to be the most comfortable garment as it is worn the most frequently. They produced one of the most comfortable shirts on the market by including a lightweight, breathable mesh on the inside back to allow body heat to escape unnoticed. They also added a vented back, allowing air to flow easily and sufficiently through the shirt,



while the wearer walks in our hot weather, as well as high quality mesh on the inside shoulders, to allow for comfortable arm movements whilst still allowing air flow.

The range is unique as all garments have been technically designed for comfort and durability in our climate.

The Ridgeline range includes everything from jackets, shirts (long, short and T's), pants (long and short), mesh tops for shotgun shooters, socks, beanies, caps and even gaiters. The full range will be available in South Africa as well as in Australia, New Zealand, and the UK, in early April.

To view the full range visit www.ridgeline.co.nz. For more information contact Afr1can Outdoor Sports on Tel: 012 991 2464, Fax: 012 991 2457 or Email: bevin@ridgeline.co.za or visit www.aosports.co.za.

