Buff, Inc. Introduces New Collection In Partnership With USSA

Santa Rosa, California, January 19, 2016 – Buff, Inc., the U.S. subsidiary of Original Buff, SA creators of versatile performance headwear for snow and outdoor enthusiasts, is proud to announce the release of their U.S. Ski and Snowboard Association (USSA) Collection. The USSA is the national governing body of Olympic skiing and snowboarding, providing leadership and direction for tens of thousands of young skiers and snowboarders and the athletes of the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing.

The USSA Collection includes five technical BUFF® products featuring the logos and colors of the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing. A portion of each sale from this licensed BUFF® collection goes to the USSA and supports winter athletes to help them achieve their dreams and support their dedication to excellence on the mountain.

“The USSA BUFF® collection celebrates and supports the skiing and snowboarding teams that mean so much to young athletes and Olympic fans across the nation,” said Shirley Choi Brunetti, VP and General Manager, Buff, Inc. “Featuring our most popular winter headwear products, this collection provides fans with a way to support their favorite teams and be protected from the elements as they engage in the cold-weather activities they love.”

“The BUFF® brand and product lines are a great addition to our team of USSA licensed offerings,” said USSA Chief Marketing Officer Michael Jaquet, “These products are a must-have accessory for every skier and snowboarder. With each team brand represented with their own line, this is a great chance for us to drive revenue back to the athletes.”
The BUFF® USA collection consists of:

The “U.S. Ski Team Flake” is a Polar BUFF® made with a warm and comfortable Polartec® Classic 100 fleece at the base, and a full-length original microfiber BUFF® on top. The combination delivers high performance warmth at the neck, with the versatility, breathability and coverage of the extended BUFF®. The Polar BUFF® can be worn in 10 unique ways. (MSRP: $32)

The “U.S. Snowboarding Flake” depicts the team logo as a snowflake and adorns a Tech Fleece Bandana for the ultimate in style, comfort and performance. Featuring a moisture wicking, quick drying and breathable Carvico exterior with soft-brushed fleece interior, the U.S. Snowboarding Flake Bandana is wind-resistant, with light thermal protection and laser-cut breathing holes for the high quality performance that the U.S. Snowboarding team requires. (MSRP: $29)

Three UV BUFF® styles have been created for the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing, each with their own logos and colorways. All three offer UV protection, blocking up to 95% of harmful UV rays*. The USSA UV BUFF® styles feature COOLMAX® Extreme performance fabric, with Polygeine® treatment to control odors, plus a 100% seamless construction for comfort and ultimate protection. Moisture wicking, breathable and quick drying, the UV BUFF® can be worn more than 12 ways and showcase the diversity and creativity of the BUFF® brand. (MSRP: $25)

The BUFF® USA Collection is available now at www.buffusa.com.

For additional information on BUFF® products contact Jess Smith at Jess@OutsidePR.com.

ABOUT BUFF®

Founded in 1991, BUFF® is the original multifunctional headwear brand, having premiered and innovated the tubular headwear category. Partnering with superior manufacturers of raw materials and incorporating state-of-the-art fabric technologies such as COOLMAX®, Polygeine®, Polartec® and 100 percent Merino wool, BUFF® has built a world-renowned lifestyle
brand recognized by athletes and outdoor enthusiasts for its quality, craftsmanship, and customizable design and style options. BUFF® products are sold in more than 70 countries across the globe and top outdoor sporting retailers across the U.S. Original Buff is headquartered in Spain and its subsidiary, Buff, Inc, is located in Santa Rosa, California.

The U.S. Ski and Snowboard Association (USSA) is the national governing body of Olympic skiing and snowboarding. The USSA provides leadership and direction for tens of thousands of young skiers and snowboarders, encouraging and supporting them in achieving excellence. By empowering national teams, clubs, coaches, parents, officials, volunteers and fans, the USSA is committed to the progression of its sports and athlete success. The USSA, established in 1905, operates out of the national training and education facility, the Center of Excellence, in Park City, UT. For more information, visit ussa.org.

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*Samples of fabrics have been tested for erythemally effective UV protection by LEITAT-Textile Technology Institutes in accordance with the standard AS/ NZS4399:1996 “Sun protective clothing-Evaluation and Classification”, results ranged from 93.3% (UPF > 15) to 96.7% (UPF>30), averaging 95% UV protection (UPF>20).*