PRODUCT 101

WELCOME TO THE NORTH FACE PRODUCT 101 TRAINING

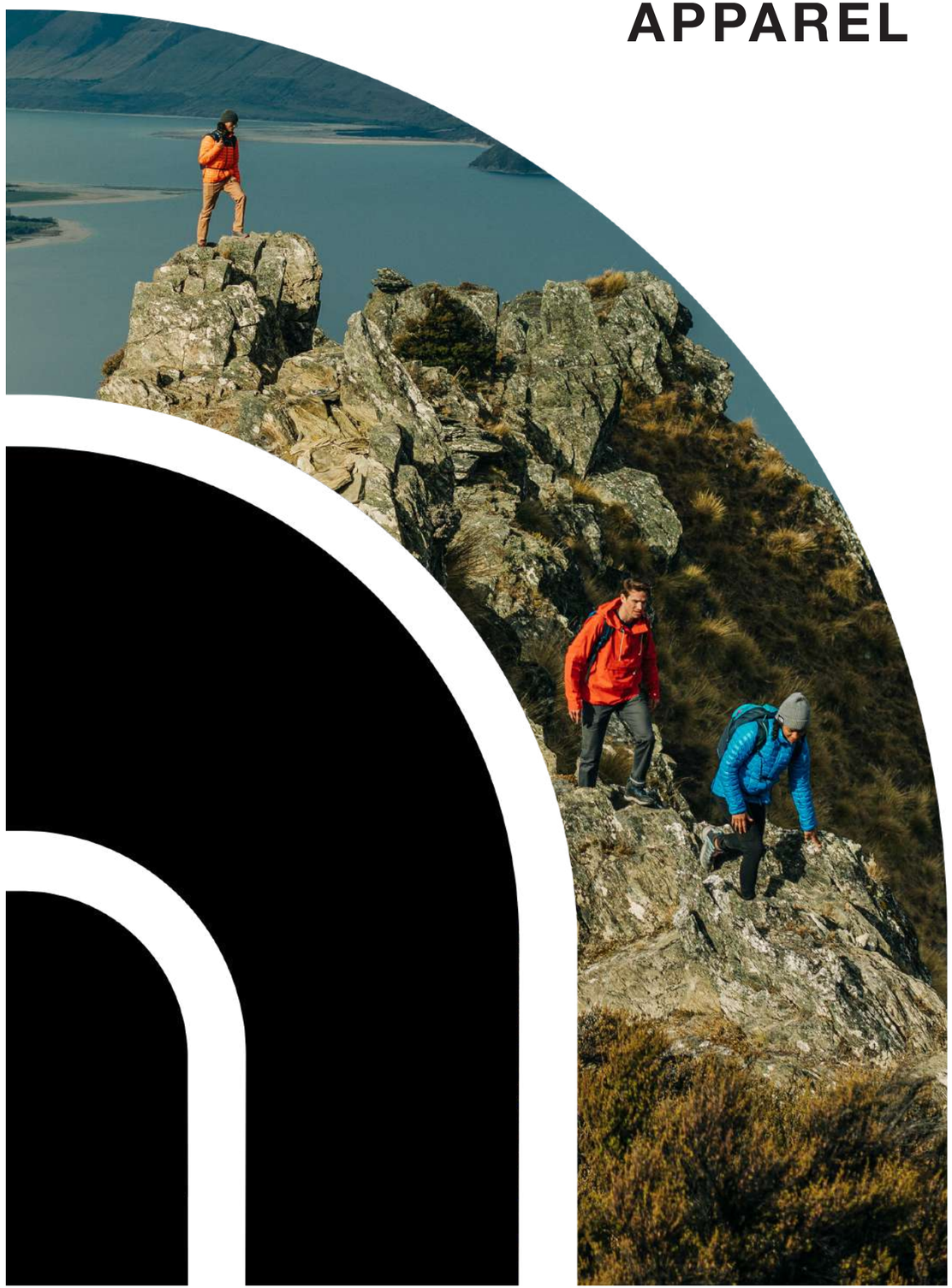
At The North Face, we believe in having a strong foundation in product knowledge. Names of products will change from season to season, but knowing the fabrics, features and technologies will set you up for success for years to come. Our customers rely on you to guide them to products that best enable their exploration. The more knowledgeable you are about products, the easier and more confident you will be when outfitting your customers.

We separated this document into sections of Apparel, Equipment and Footwear to offer a well-rounded understanding of these categories with a focus on proprietary technologies. Knowing each store offers different products, our goal is that while you are learning, use this document and seek out examples to try on, touch and feel for yourself.

GOALS

- Create a strong foundational understanding of product knowledge.
- Describe product technologies in The North Face apparel, equipment and footwear.
- Understand the benefits of features found in technologies or built into the product itself.

APPAREL



APPAREL TIMELINE

1968

FACTORY PRODUCTION IS IN THE BACK OF THE BERKELEY RETAIL STORE

1971

WARRANTY CREATED TO REPAIR OR REPLACE CUSTOMERS' ITEMS

1983

SNOWBOARDING APPAREL, EXTREME LAUNCHES ON PRODUCT TESTERS IN SQUAW VALLEY.

1985

MOUNTAIN JACKET AND MOUNTAIN PANT ARE INTRODUCED. THIS PAIRING IS THE GENESIS OF AN ENTIRE EXPEDITION APPAREL LINE.

1989

DENALI JACKET IS INTRODUCED AS A ZIP-IN MID LAYER TO THE MOUNTAIN JACKET.

1992

NUPTSE JACKET IS INTRODUCED. BY INCORPORATING A NEW BAFFLE CONSTRUCTION, IT MINIMIZES THE SHIFTING OF DOWN AND INCREASES THE WARMTH.

1994

HIMALAYAN SUIT IS RELEASED. THIS FULLY BAFFLED DOWN-INSULATED SUIT IS A STAPLE OF HIGH-ALTITUDE CLIMBING AND COLD-WEATHER SURVIVAL.

THERMOBALL™

2013

THERMOBALL BREAKS THROUGH AS A SYNTHETIC ALTERNATIVE TO DOWN THAT BECOMES AN INSTANT SUCCESS.

TEKWARE©

1995

TEKWARE LAUNCHES, THE FIRST LINE OF ALL-SYNTHETIC APPAREL.

RESPONSIBLE DOWN STANDARD R·D·S CERTIFIED

2014

RESPONSIBLE DOWN STANDARD IS THE MOST COMPREHENSIVE GLOBAL, THIRD-PARTY-CERTIFIED ANIMAL WELFARE AND TRACEABILITY STANDARD FOR GOOSE DOWN THAT ANY COMPANY CAN ADOPT.

SUMMITSERIES™

2000

INTRODUCTION OF SUMMIT SERIES: THE COLLECTION THAT REPRESENTS THE PINNACLE EXPRESSION OF THE NORTH FACE PRODUCTS.

FUTURELIGHT™

2019

FUTURELIGHT LAUNCHES: OUR PROPRIETARY WATERPROOF TECHNOLOGY THAT FOR THE FIRST TIME ALLOWS AIR PERMEABILITY.

In order to truly understand our products, it's important to understand the basics of apparel design and development, the technologies associated with the garments, and the activity-specific features and benefits for each collection.

In the following apparel training, we will take a look at fibers, construction, technologies, fit and features. At the end of this training, you should have a basic knowledge of outdoor apparel.

BASIC PRODUCT CREATION

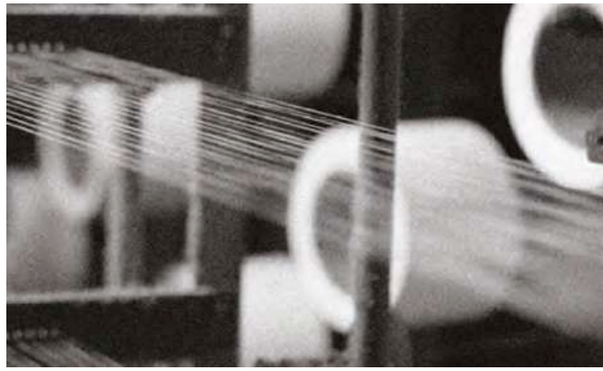
All of our products begin with a raw resource, be it natural or synthetic. That material is then processed into a fiber or thread. The thread is milled (woven or knitted) into a cloth (semi-finished) material. Finally, the cloth is manipulated (e.g., cut and sewn), and the fabric is turned into a garment (finished material).

FIBERS

Choosing what fiber to construct the garment out of is often one of the first steps in creating a product. Fibers can be natural or synthetic. In today's world of constant innovation, textile companies continue to create new fibers to better meet the needs of the hardcore achievers, the trend-setting competitors and the aspirational customers in the outdoor market. We'll focus on the basic fibers and the features associated with them. Remember that all fibers have certain features and benefits that can make them a good choice for a customer depending on what activity he or she will be participating in and his or her personal preferences.

NATURAL FIBERS

Derived from a natural resource such as a plant or animal. Natural fibers are hydrophilic which means they love water.



SYNTHETIC FIBERS

Man made fibers with a petroleum base. Oil doesn't mix with water so these fibers are hydrophobic and repel water instead of absorb. Synthetic fibers can also be recycled from materials like water bottles.

NATURAL FIBERS

COTTON

Breathable, soft, strong, absorbent

WOOL

Soft, warm, moisture regulating

MODAL / LYOCELL

A manufactured fiber made from natural materials like wood pulp, beech trees or bamboo.

Soft, lightweight, absorbent, wrinkle resistant

SYNTHETIC FIBERS

NYLON

Nylon is used when a garment calls for durability.

POLYESTER

Polyester is the most widely used synthetic fabric. It is used to give a softer touch and be more moisture wicking.

TAFETTA

A fine synthetic fabric with a crisp texture that mimics silk's sheen.

ELASTANE

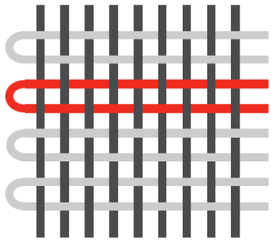
Used for stretch in active products. Lightweight, soft, smooth, supple and durable. Fiber can be stretched to almost 5 times its length.

DID YOU KNOW?

Elastane was invented in 1937 in Germany, originally as a substitute for rubber.

FABRIC CONSTRUCTION

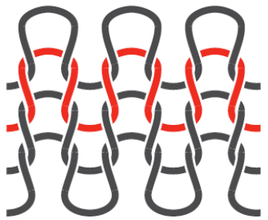
Once we have determined the fiber or the blend of fibers we will be utilizing, we will then take the thread or yarn and either weave it or knit it to create the fabric.



WOVEN

Weaving is the textile art in which two distinct sets of threads are interlaced with each other. One thread runs lengthways of the piece of cloth (and is called the warp), and one thread runs across from side to side (the weft). There are three basic weaves: plain weave, satin weave and twill. Fabric is woven on a loom, a device that holds the warp thread in place while filling threads are woven through them.

ADVANTAGES: provides better protection from elements, tends to be more durable

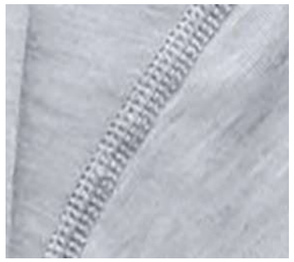


KNIT

Knitting consists of loops, called stitches, that are pulled through one another. The active stitches are held on a needle until another loop can be passed through them. Knitting may be done by hand or by machine.

ADVANTAGES: greater wicking and breathability

GARMENT CONSTRUCTION



SEAM

The line where two or more layers are held together by stitches is a seam. Seams are classified by their type (plain, lapped, etc.) and their position in the finished garment (center back, inside, etc.). Seams are finished with a variety of techniques to prevent unraveling of raw fabric edges and to clean up the inside of a garment. Bonded shown to the left and flat lock to the right.

ZIPPER

This commonly used device temporarily joins two edges of fabric.

COIL ZIPPERS: Coil zippers are the most commonly used zipper in the world. The slider runs on two coils on each side (the "teeth" are the coils). Coil zippers are made of polyester coil and thus are also known as polyester zippers.

ACTIVITY

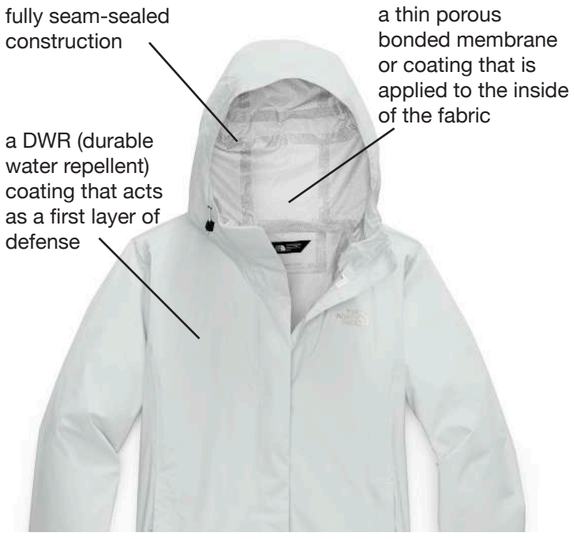
Identify one item for each fiber type. How does it feel? What benefits would you convey to the customer for each product you found?

WATERPROOF BREATHABLE

Waterproof / Breathable is a technology that was created to keep individuals dry and comfortable even in a downpour. The technology was designed after years of people using a variety of materials to stay dry including oiled skins, rubber, and vinyl that ultimately left the consumer feeling wet from the trapped body vapor caused by the garments inability to “breathe”.

The waterproof/breathable technology in either a membrane or coating is made of microscopic pores that are smaller than a water droplet but larger than a water vapor molecule. (That’s why water can’t pass through, but water vapor can.) The technology is often described by the number of pores.

WATERPROOF
A garment is considered waterproof only when it has:



BREATHABLE
A product is considered breathable when the fabric can transfer moisture—such as perspiration—from its inner surface to its outer surface where it can evaporate.

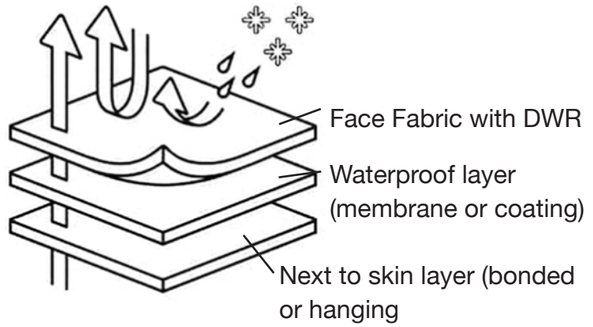
DID YOU KNOW?

Many cultures made their own waterproof breathable garments. The first waterproof jacket was made in 1824.

WATERPROOF CONSTRUCTION

In order to attach the technology to the fabric face, it is either coated on or laminated on. To better understand the difference, think about using paint versus wallpaper to cover a wall. When someone utilizes wallpaper to cover the walls, there is more consistency. But when someone applies paint to a wall, there is generally some inconsistency in the application that leaves some areas thicker than others.

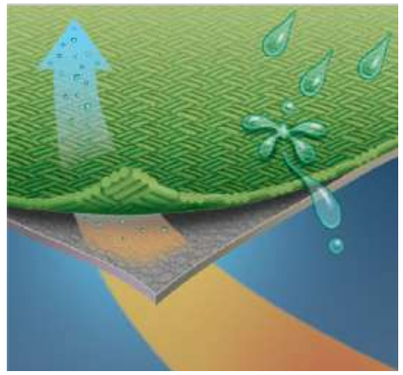
There are three layers of a waterproof/breathable garment: the fabric face, the technology (which can either be a laminated membrane or coating) and the internal protective layer which can be bonded or a hanging liner (mesh or taffeta).



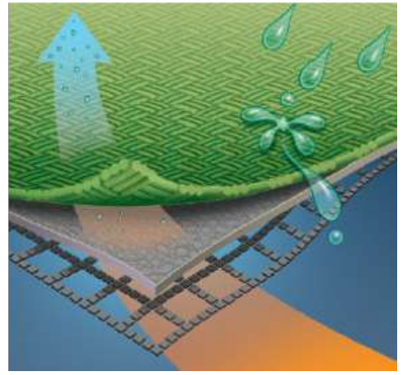
COATING	Vs	LAMINATE
Breathable		More Breathable
Durable		More Durable
Less Expensive		More Expensive
Think Paint		Think Wallpaper
Example: most DryVent		Example: FUTURELIGHT

CONSTRUCTION TYPES

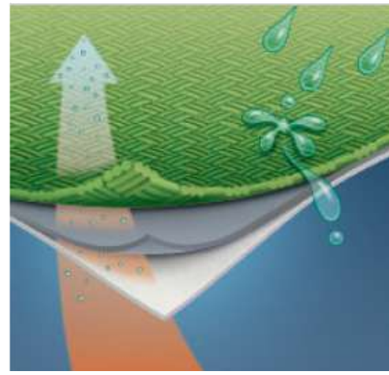
In order to protect the waterproof/breathable technology from the natural oils of the body, a protective layer is added to the inside membrane. The liner fabric can be hanging (2L), attached (3L) or a half layer (2.5L). There are benefits associated with each type of construction:



2 LAYER



2.5 LAYER



3 LAYER

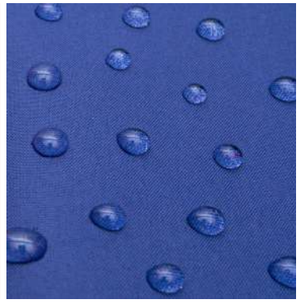
DWR APPLICATION

The fabric face is the outside layer of the garment. All waterproof/breathable garments are treated with a durable water repellent solution, or DWR.

DWR acts as the first layer of defense against water and will cause water to bead up and shed off the garment. This application is not exclusive to waterproof garments but is applied to other types to offer some water repellency.

DWR acts like hair follicles and over time, oils from the skin, salt from the body and dirt weigh the follicles down. This allows water to sit on the face of the fabric and create “wet out.” Under these circumstances, the garment remains waterproof but is slower to transfer moisture away from the body.

Before Treatment



After Treatment

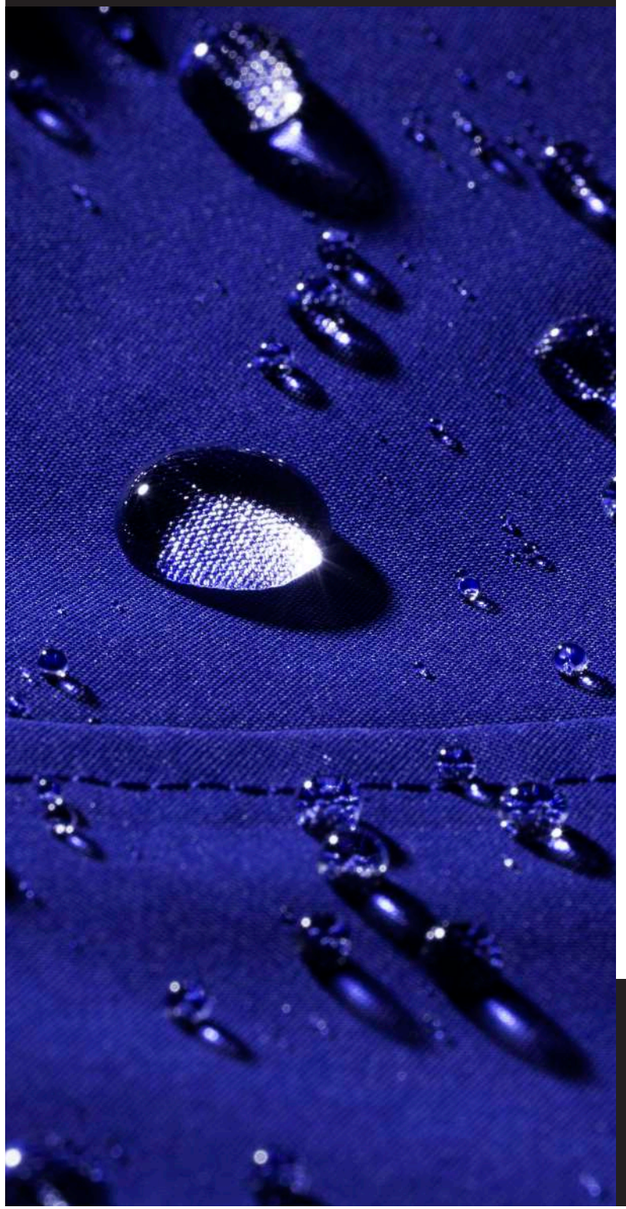
DWR REAPPLICATION

A breakdown of DWR can cause a customer to feel clammy. This is a great time to tell our customers that, contrary to popular belief, it’s important to wash outerwear in order to reactivate the DWR.

If after a couple washings, users are finding that the DWR finish is not as it was, they can use a reapplication product when laundering. They are either wash-in or spray-on and can be found in many gear shops or online. This is typically only needed after heavy use of a product.

DID YOU KNOW?

DWR can be found on garments ranging from waterproof, to wind to fleece and sportswear.



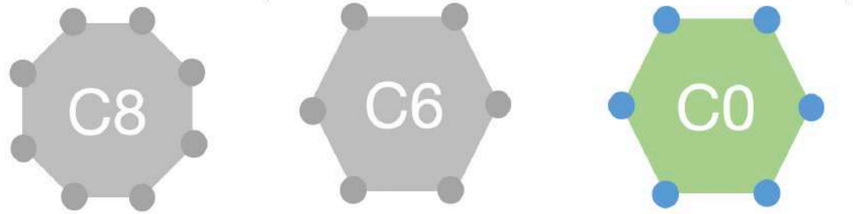
NON-PFC DWR

After rigorous testing against our performance standards, we’ve been converting the DWR used on the primary fabric of our apparel products to eco-preferred non-PFC DWR since the Fall 2015 season.

Non-PFC DWR is an effective water repellent and helps minimize some of the environmental impacts of fluorocarbon.

DWR CHEMISTRY

TNF uses these two formulas



Fluorocarbon based		Hydrocarbon based
Trace amounts of PFOA exist	PFOA undetectable	PFOA free
Unintended by-product of manufacturing process	Unmeasurable trace amounts may occur	PFOA is non-existant

DID YOU KNOW?

TNF has an internal goal to be 100% non-PFC within the next couple years.

WHAT IS PFC?

Perfluorocarbons (PFCs) are a group of human-made chemicals composed of carbon and fluorine only. Perfluorocarbons are powerful greenhouse gases that were introduced as alternatives to ozone depleting substances. They are generally odorless, colorless, non-flammable gases. The main environmental concern with PFCs is the role these compounds play in influencing climate change. However, because they are only released in relatively small amounts, their contribution is minor.

WHAT IS PFOA?

Perfluorooctanoic acid (PFOA) is a manufactured chemical. PFOA has been used in stain-resistant carpets and fabrics, nonstick cookware, and other products that resist heat, oil, stains, grease, and water. PFOA can remain in the body for long periods of time. It is a toxicant and carcinogen in animals.

DRYVENT™

DryVent™ is The North Face®'s proprietary waterproof/breathable technology. DryVent™ fabrics are engineered to be fully waterproof and breathable. The outer face of the textile is treated with a durable water repellent (DWR) finish that helps form droplets and repel water from the surface. Each multi-layered textile is engineered to allow water vapor to pass through from the inside to the outside. Dryvent™ can be found in all three construction types and across product lines made for protection on the trail, in the city and in the snow.

Comes in 3 different construction types: 2L, 2.5L, 3L

Replaced HyVent in 2016

Polyurethane coating or laminate construction

Price points start at $89

FUTURELIGHT™

Comes in 2-layer and 3-layer construction

Launched in 2019

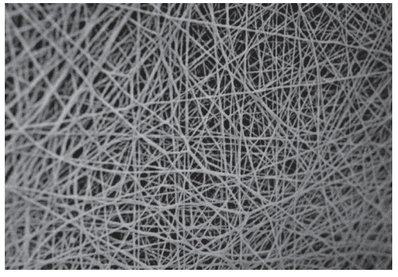
Nanospun polyurethane laminate construction

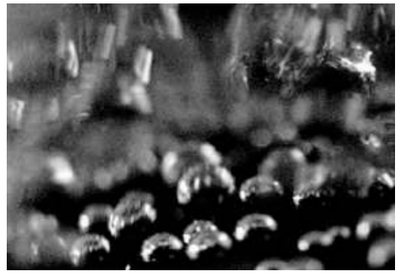
Price points start at $229

FUTURELIGHT™ is our best-in-class standard in breathable, waterproof technology. Products can have a 2 or 3-layer construction for durability and comfort.

Through the use of nanospinning polyurethane for the membrane, we are able to reduce the weight of the membrane, reduce stiffness in the product, and most importantly, drastically improve the breathability.

FUTURELIGHT™ allows air to permeate through the garment while maintaining waterproofness.





Sustainability was top-of-mind when we created FUTURELIGHT. We use recycled fabrics, non-PFC DWR treatment, less glue in the lamination process, and evaluate our factory partnerships to ensure sustainable practices meet or exceed our standards.

One of the most innovative parts of FUTURELIGHT™ is that the membrane can be adapted or tuned for any activity need, ex. Flight Series™ running piece with the thinnest membrane for maximum breathability and Steep Series™ snowsports kit having a thicker membrane for durability.

WIND PROTECTION

Insulating garments work hard to help trap the body's natural heat, retaining the microclimate of warmth that is next to the skin. However, when wind penetrates through the insulation to the inner layers, it causes a drop in body temperature. Therefore, there are many situations that call for wind protection.

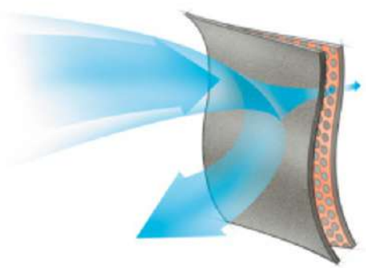
Wind-protection technology creates a barrier that maintains the body's microclimate while in some garments, allowing moisture to move away from the skin. Many wind-protecting garments have a high-wicking internal layer, or they sandwich a wind-blocking membrane between moisture-transporting layers; it depends on the activity for which the garment is designed.

There are varying levels of wind protection, and they are measured by CFM (the number of cubic feet of air that can pass through a square foot of fabric in one minute at a pressure equivalent to 30 mph of wind speed). It is a general rule that the lower the CFM, the lower the breathability. If a product or fabric achieves a 0 CFM, it is 100% windproof. For comparison, a standard fleece has a rating of 250 CFM.

WINDWALL™

Wind protection is often found in the popular category of jackets called soft shells. A soft shell combines many of the benefits of a waterproof hard shell with a more comfortable fleece. This creates a soft, flexible, versatile, breathable and comfortable jacket.

There are two WindWall™ applications:
0 CFM - 100% windproof
10 CFM or less - 90% wind resistant or better.



Any jacket with TNF wind protection with a CFM of 10 or less will be labeled as Windwall™. This will make it easier to shop and to speak with the customer about the benefits they will receive without getting overwhelmed with different technologies.

WindWall™ uses a unique fabric-bonding process to offer wind protection, keeping the outdoor athlete warm while allowing enough airflow to ensure a dry and comfortable fit. WindWall™, is a standard of wind protection for all proprietary wind technologies. These items are also water-resistant.

INSULATION

Insulation is the technology designed to keep consumers warm. Insulators form a tight collection of air pockets that trap heat from your body and keep the cold out. This helps your body retain its natural body heat. There are two types of insulation: natural and synthetic, and each has benefits and drawbacks.

DID YOU KNOW?

Heat loss can happen in three ways:
Conduction: surfaces we touch, like the ground and air temperature
Convection: moving air, like wind chill pulls our body heat away from the skin (this is why shells help reduce that heat loss and keep body warmth with us
Radiation: our bodies naturally giving off heat and the sun giving that off to us to soak in--why overcast days are much colder.

Our clothing acts as insulation to prevent heat loss. All clothing offers a varying degree of insulation from a t-shirt, a down jacket, or full layering kit. Research on clothing insulation was originally conducted for military purposes as being outside for long stretches of time required knowledge on how to best protect troops. CLO value is a measurement of thermal resistance and evaluates any layer of trapped air between skin and clothing as well as the insulation value of clothing itself. 1 CLO is equal to an average male standing still in an environment of 70 degrees Fahrenheit with no wind. In the past, this was equal to a typical business suit.

In order for us to compare insulation types, we take the insulation at its more stripped value, comparing it at equal weights and with similar face fabrics. We measure how much heat is transferred from a hot plate in the testing standard ASTM D1519. While obtaining an insulation's CLO value is valueable information to be able to compare insulation types, there are many variables to a product's warmth such as insulation weight, overall fabric weight and construction, that the CLO value alone doesn't inform overall warmth.

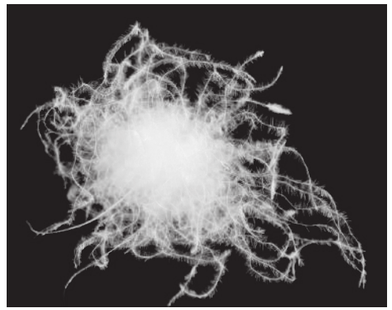
NATURAL INSULATION
GOOSE DOWN

Goose Down has been used in bedding for hundreds of years. In 1936 the first goose down jacket was made by Eddie Bauer.

The North Face utilizes only the highest quality goose down in all its products. To ensure quality, down is tested at 3 stages of production for loftiness, moisture resistance and ability to regain loft after compression.

Benefits:
High warmth-to-weight ratio, highly compressible

Drawbacks:
Loses its ability to insulate when wet



The image above is a down plume. It is spherical in shape and the surrounding fibers help trap warmth. Goose down is lighter than a feather making it the lightest natural insulator available.

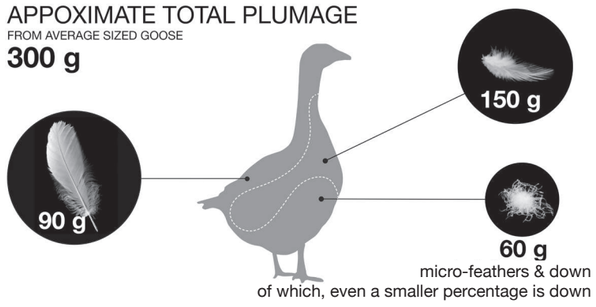


Image by: Allied Feather & Down

The infographic to the left shows how much a bird produces of feathers vs. down. The North Face uses 80% down plumes and 20% feathers.

DOWN CONSTRUCTION

QUILTING

Stitches directly through from shell to liner.
Most seen in apparel.
Pro: more breathable, less weight, more compressible
Con: more opportunity for down leakage, less durable

BAFFLING

Inserts a fabric piece between shell and liner.
Found in sleeping bags.
Pro: eliminates cold spots, less down leakage
Con: less compressible, more expenisve, more weight

FILL POWER

Fill power is measured by filling one ounce of down in a 1000 cubic inch cylinder to see how much volume it takes up or level of loft in cubic inches. As you can see in the image to the right, a 550 fill product reached 550 cubic inches where a higher quality, 800, filled up 800 cubic inches. One ounce of down in an 800 fill garment creates more loft (traps more air) and allows for a greater warmth of the same weight, also refered to as warmth-to-weight ratio.

Image by: Allied Feather & Down

How it's measured: Each cylinder holds 1 ounce of goose down. The numbers represent the cubic inches taken up.

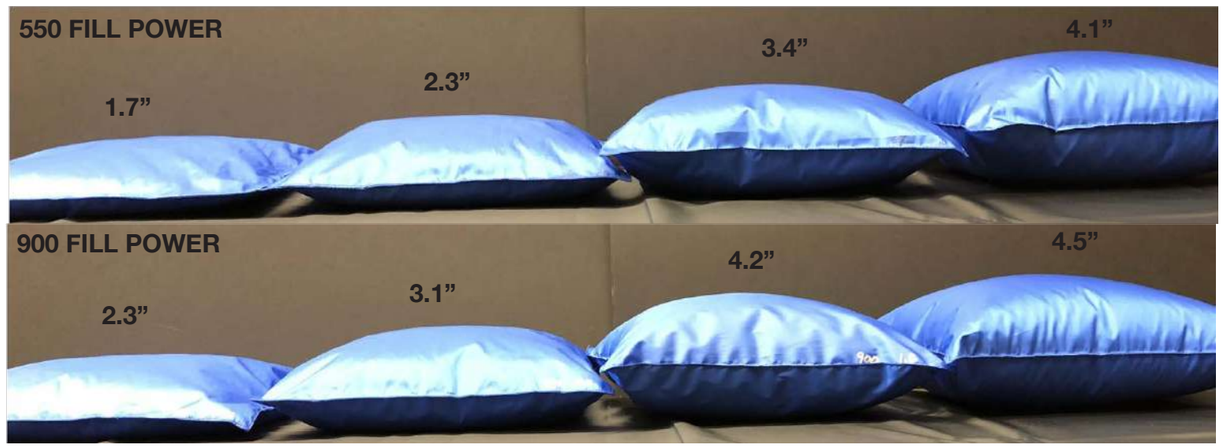
Where it gets tricky is that the number associated with a down product (e.g., 550, 700, 800) determines the quality of the down in the product and not the overall weight of down in the product or overall warmth of the jacket. You could have a 550 product be more warm than an 800 piece due to the face fabric, liner fabric and most of all, the overall weight of down inside.

550
Aconcagua

700
Nuptse

800
Sierra Peak

See the height difference between the fill powers of the same weight of goose down. The higher fill power takes up more volume and can hold more air.



0.25 oz **0.5 oz** **1.0 oz** **1.5 oz**

RESPONSIBLE DOWN STANDARD

Several years ago, we became aware of the potential mistreatment of animals in the food supply chain from which we sourced our down. We had been relying on self-declarations from our suppliers, but it became clear that this was not enough. The down supply chain is very complex with the animals and raw materials typically changing hands many times, making traceability difficult.

The RDS ensures that our down does not come from animals that have been subjected to any unnecessary harm, such as force-feeding or live-plucking. It provides traceability in our supply chain and helps validate and track the down used in our products from farm to finished garment. We created the Responsible Down Standard in 2014 and gifted it to the non-profit Textile Exchange so that any organization can use it. More than 90 other brands are now incorporating the RDS into their supply chains. 100% of our down products are certified to the RDS.

PRO DOWN

ProDown is our natural insulation featuring a water-resistant finish to absorb less water and dry faster than traditional down. Used in Summit and Steep Series insulation pieces and all down sleeping bags, ProDown offers better performance in adverse conditions. Within our product line, we offer 650, 700 & 800 ProDown fill powers. The goose down itself is treated with a hydrophobic finish that does eventually wear off in typically ten washes.

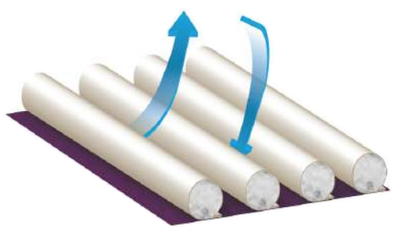
RECYCLED DOWN

We've broadened our use of down to recycled waterfowl down. This supply is certified to the Global Recycled Standard (GRS) by Textile Exchange. This is repurposed from bedding which can include duck down, goose down even swan down hence why it's referred to a waterfowl down.

We currently use 600 fill power currently as it's most available.

50/50 DOWN

50/50 Down is an entirely new approach to insulation, delivering a truly breathable down insulator. A series of down-proof baffles are paired with a highly air-permeable face fabric, which creates a ground breaking breathable down layer. This innovative construction allows heat and moisture to escape for enhanced temperature regulation during aerobic activity in extreme environments.



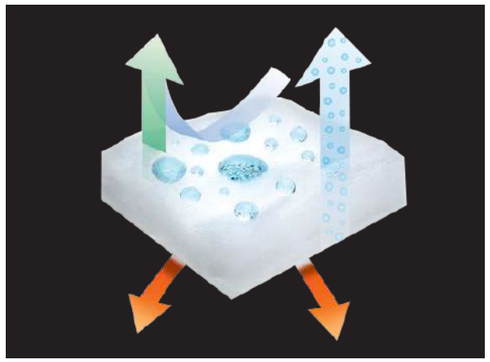
SYNTHETIC INSULATION

Synthetic refers to a non-down alternative made from a synthetic material that is part of the polyester family.

Benefits:
Retains insulating capabilities even when wet.
Incredibly soft, lightweight, and water-repellent
Absorbs 3 times less water
Able to incorporate recycled content

Drawbacks:
Less compressible than goose down
Lower warmth-to-weight ratio than goose down

PRIMALOFT®



How it's measured: 1 meter by 1 meter

The synthetic thermal insulator was developed by request for the U.S. Army in the 1980s. That insulation is Primaloft. We use Primaloft to this day.

Primaloft insulation is composed of ultra-fine microfibers, which form small pockets of air that trap the body's heat for a climate-controlled environment. The fibers are built to be permanently water resistant, and have been woven tightly to keep moisture from penetrating the garments.

Primaloft has three different types that we use: Primaloft Black, Primaloft Gold, Primaloft Silver

HEATSEEKER™

Proprietary to The North Face, Heatseeker™ insulation is a continuous filament synthetic insulation that is used in a wide range of products from skiwear to lifestyle options.

We also have HeatseekerECO which uses recycled fibers. The percentage of recycled content varies from 30% to 70%.

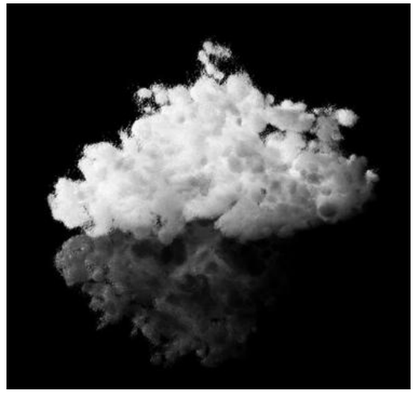
How it's measured: weight used in the total product

SYNTHETIC INSULATION

THERMOBALL™

The North Face developed a proprietary new synthetic alternative to down in 2013 as a need to have a lighter, more compressible synthetic option.

Unlike traditional, continuous-filament synthetic insulations, the small round synthetic fiber clusters closely to mimic down clusters; trapping heat within small air pockets to retain warmth and also being more compressible than a continuous-filament synthetic.

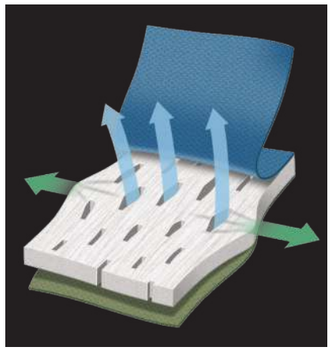


Starting 2019, 100% of the ThermoBall insulation is 100% post-consumer recycled, now taking the name ThermoBall Eco. In many products, the face and backer fabric is recycled too!

Independent testing has shown that ThermoBall Eco has similar warmth to goose down. As a result, ThermoBall Eco can offer the low weight, loft, warmth and compressibility of down with the wet-weather insulating performance of synthetic insulation. Thermoball Eco is used in nearly all product categories from apparel to footwear.

How it's measured:
1 ft by 1 ft and weighed - 11g for our classic Thermoball styles

VENTRIX™



How it's measured: 1 meter by 1 meter - weight; 40g, 80g

Laser cut, perforated holes in continuous filament insulation creates a breathable insulation. Ventrix traps warmth when the wearer is still and then releases heat when in motion so the wearer doesn't overheat.

Introduced as its own style and insulation in 2017 along with a Summit Series version with more ventrilation and then broadened to Steep Series and snowsports.

Over the seasons we've modified Ventrix to optimize the specific products design, intent with just enough insulation to provide warmth, but not too much to overheat.

COMPARISION

	GOOSE DOWN	THERMOBALL	HEATSEEKER
PRICE	$$$	$$	$
WARMTH	WARMEST	WARMER	WARM
WATER FRIENDLY	NO - UNLESS PRO DOWN OR INSIDE WATERPROOF SHELL	YES	YES
COMPRESSIBILIY	EXCELLENT	EXCELLENT	FAIR
BREATHABILIY	EXCELLENT	EXCELLENT	FAIR
ENVIRONMENTS BEST USED	DRY, COLD CLIMATES	ANY CONDITIONS	ANY CONDITIONS
RECYCLED OPTIONS?	RECYCLED DOWN OPTION IN STYLES	100% RECYCLED SINCE FALL 2019	HEATSEEKER ECO

ACTIVITY

	GOOSE DOWN	THERMOBALL	HEATSEEKER
Locate and try on an example of each insulation.			
What do you like most about the product you tried on?			
What activities or customers would you recommend this product for?			

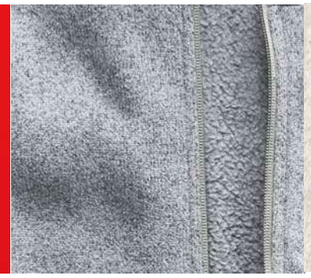
FLEECE

Fleece, in its natural form, refers to the woollen coat obtained after a sheep is sheared. That material can then be spun into wool, which we use today. For just about 50 years now, fleece now commonly means a synthetic, polyester version of that look and feel. Opening the option of synthetic fibers allowed for more options in weight and lowered the cost dramatically.

Fleece is incredibly popular for its immediate comfort and warmth. Fleece is made in several different textures or piles. “Pile” refers to fabric with loops, strands or tufts of yarn standing up. Low pile options are great for layering or mild conditions. High pile are thicker to offer more warmth and coziness. We have even engineered options to have a face of one texture for a desired aesthetic or benefit and the backer to offer more comfort/warmth. Warmth is determined by weight. Typically, the heavier the fabric, the better it with insulate body heat. We’ve also found ways to reduce the weight and integrate textures to help capture heat. We’ve broken up the variety of fleece textures into two categories: Lifestyle and Active.

LIFESTYLE

WARMTH AND STYLE ARE EQUALLY IMPORTANT

CLASSIC	SWEATER	RASCHEL	SHERPA
			
Brushed fleece on both sides	Knit face, brushed back	Raschel or silken fleece to mimic bear fur	Texture intended to imitate sheep’s fleece
WEIGHT: G/m²			
80, 100, 200, 300	300	300	300
BENEFITS			
Breathable, some stretch	Casual appeal	Super soft, luxurious feel	Super warm, throw-back appeal

PRODUCT EXAMPLE IN YOUR LOCATION

CLASSIC	SWEATER	RASCHEL	SHERPA

TARGET CUSTOMER/ACTIVITIES:

ACTIVE

ENGINEERED FOR BREATHABILITY AND COMFORT

SMOOTH FACE	GRID	FUTUREFLEECE
		
Smooth face with brushed back to offer next-to-skin warmth with modern, sporty aesthetic	Channels for reduced weight and increased breathability.	Full-loop fabric construction made with octa-yarns, octagonal shaped yarn with hollow cross-sections for higher thermal performance.
WEIGHT: g/m²		
200	200	124
BENEFITS		
Clean look, Warm backer	Lighter weight, More breathable	Very thin and warm

PRODUCT EXAMPLE IN YOUR LOCATION

SMOOTH FACE	GRID	FUTUREFLEECE

TARGET CUSTOMER/ACTIVITIES:

MOISTURE MANAGEMENT

Moisture management technology is engineered to act like a second skin against the body, pushing moisture to the surface of the fabric and eliminating it as fast a possible, keeping the user dry, cool and comfortable during high aerobic activities. Staying comfortable in the gym or on the trail is paramount for high-aerobic activities.

FLASHDRY™

As a leader in the outdoor industry, The North Face® developed innovative, proprietary fabrics, using a combination of yarns, constructions, and fibers with microporous particles to improve moisture management and temperature regulation during outdoor activities. FlashDry™ fabrics are engineered to accelerate the removal of moisture from the skin and speed up evaporative drying. FlashDry™ enables the user to stay drier, more comfortable and out performing longer in a wide range of weather conditions and environments. FlashDry™ doesn't add weight or bulk and never washes out.

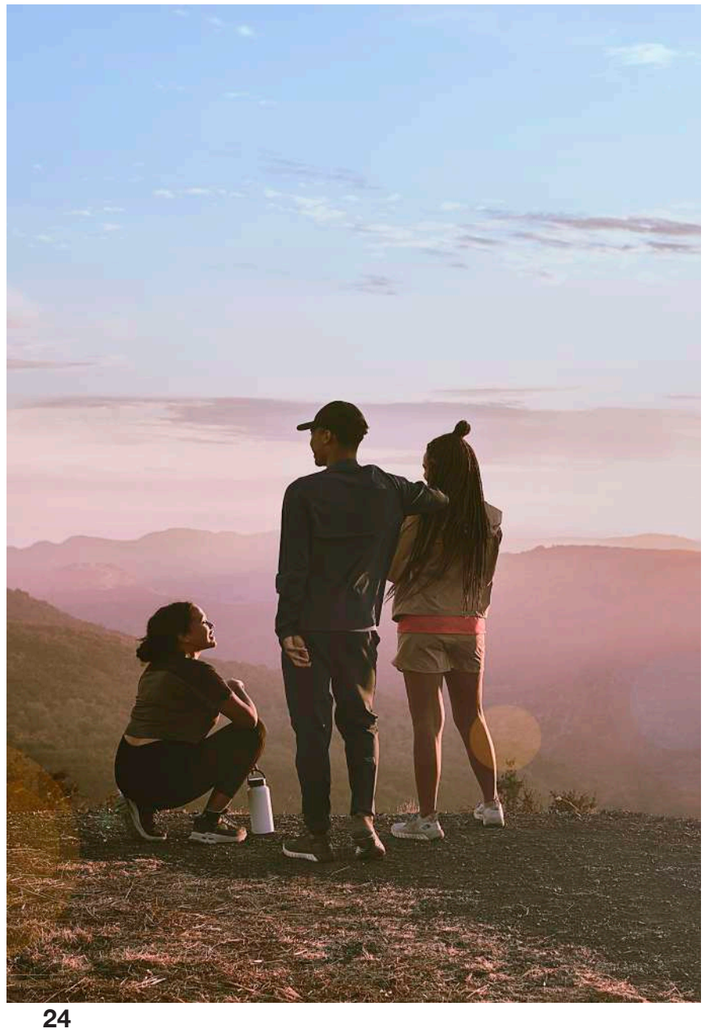
FLASHDRY™-XD

FlashDry™-XD fabrics offer the accelerated dry time of FlashDry™ with increased abrasion and snag resistance for ultimate durability and performance in the toughest conditions.

DOTKNIT

DotKnit active base layer works with the athlete by pulling moisture from the skin and expelling it to the outside of the garment with the use of hydrophobic inner yarns, while hydrophilic outer yarns pull moisture through engineered holes throughout the layer.

hydrophobic = afraid of water, repells water
hydrophillic = attracted to water, water spreads across, maximizing contact



FIT

FITTED

Next-to-skin
Compressive
Contoured to body
A tight, compressive fit

Product Example in your location:

ACTIVE/SLIM FIT

Close to the body
Good range of motion
Technical products
A body skimming fit, not compressive

Product Example in your location:

STANDARD FIT

Body skimming
Classic
A comfortable, professional fit
Neither slim nor oversized

Product Example in your location:

RELAXED FIT

Loose
Generous fit
A full, generous fit allowing superior range of motion

Product Example in your location:

ACTIVITY FEATURES

Outfitting an explorer requires specific features for certain activites. Here are some key activities we design product for and the features that add value to customers. Not every product will have all features, but these are features to look out for.

CLIMB

HELMET COMPATIBLE HOOD
Outershells have an oversized hood to allow a helmet to fit under it. Adjustments allow for a perfect fit.

PACKABILITY
Many products will compress down to be able to fit in packs climbers take with them. Some offer a loop to clip to a pack or harness.

TWO-WAY ZIPPERS
Some shells offer a two-way zipper which allows the user to access a harness while still wearing a shell.

ALPINE POCKETS
Raised pockets allow for use while wearing a harness.

CHALK BAG LOOP
On the back of most climbing pants, a reinforced loop will hold a bag of chalk.

HARNESS COMPATIBLE
Pants and/or jackets are designed to layer a harness over and not impede access to pockets.

CINCHABLE LEG CUFF
This feature offers the flexibility for the climber to have their pants closer to the body to offer zero distractions on the wall.

CLIMBING BRUSH POCKET
Small pocket allows the climber to keep a smaller climbing brush with them at all times to clean off any climbing hold.

RUN

POCKETING
Built around running essentials (key, cards, phone, energy supplements)

REFLECTIVITY
360-degrees of reflective hits by logo, seaming or detail so wearer is seen at night.

SNOW

HELMET COMPATIBLE HOOD
Outershells will have a hood that can fit over a helmet. Hooded midlayers fit snuggly under the helmet.

PASS THROUGH MEDIA POCKET
Allows you to keep your phone close to your body while supporting wired headphones.

PIT ZIPS
Underarm zips that allow the wearer to dump heat without removing their shell.

GOGGLE/GLOVE POCKETS
Located inside the jacket, this pocket allows for storage of important items - usually larger and made of mesh allows for storage in a pinch.

PASS POCKET WITH GOGGLE CLOTH
Easy access pocket for ski passes or small items with clipped shammy cloth to clean goggles

SNOWSKIRT
Helps keep wind/water/snow from coming into the jacket when the user is on the ground. It is sometimes removable.

SIDE ACCESS
On bibs there is a full length side zipper to easily get them on.

ADJUSTABLE WAIST TABS
With alpha sizing being offered in snowpants, we offer velcro tabs to be able to get a more specific fit.

THIGH VENTS
Offers option to unzip to allow heat to escape.

GAITER
Gaiters cinch at the boot and protect the leg from snow coming in contact with the body.

ACTIVITY

Identify items at your location that offer one or more of these features. Discuss the benefits for the activity they are designed for.

FAQs

Why don't we temperature rate our products?
We wish we could. Sadly, every person experiences temperatures differently. Some customers in Texas want down jackets in 60 degrees while folks in Wisconsin wear only fleece below freezing. Temperature itself is affected by wind, humidity and other factors. We also don't know what layers of clothing will be paired with a jacket for example. Is the customer wearing insulated ski pants or shorts? Activity level can also play a huge part. Think to time when you were walking for sometime and shed layers because you were too warm and then when stopped, you felt cold. It's best to ask a customer questions as to what activites they will use a product in and educate them where appropriate.

What is the difference between waterproof and water-resistant?
Any product that is DryVent or FUTURELIGHT will be 100% waterproof due to the construction being seam-sealed along with a waterproof coating or membrane. Water-resistant items may only offer a DWR (durable water repellent) treatmeant which will be good against light rain or snow, but over time, water will seep through the fabric.

How do I care for my The North Face product?
Consult the tag on your garment. In general, we do not recommend drying performance fabrics on high heat. We recommend zipping up all zippers and closing all velcro to protect the garment in the wash.

How do I care for my waterproof jacket?
Washing waterproof items will only help the product last longer, especially the DWR coating. Zip all zippers, close all velcro fasteners and use small amount of liquid detergent only. Then the customer can wash the jacket in a regular washing machine on a warm permanent press cycle, (105 degrees F/ 40 degrees C) or the gentle cycle. A great tip is to put the jacket through the rinse cycle twice to be sure the detergent residue washes out. Then dry the jacket in a low temperature dryer for about 20 minutes. Do not use any products that contain fabric softeners, conditioners, stain removers or bleach as they will affect the garments performance. Do not dry clean.

How do I care for my goose down jacket?
Periodic cleaning of down jackets is essential to maintaining maximum loft and ensuring the long life of the product. Though it is possible to wash your own down product, we recommend that you have your jacket or sleeping bag professionally cleaned by a service that specializes in cleaning down. If you do not have a cleaning service in your local area, you may send your product to the Warranty Department and request that we send it to our cleaning service.

My DryVent/FUTURELIGHT jacket is no longer waterproof? How do I fix this?
All of The North Face outerwear shell fabrics are treated with Durable Water Repellent finish (DWR) This finish helps the shell fabric resist wetting out by causing the water to bead-up so it easily falls off before being absorbed into the fabric. As a garment is worn and used over time, accumulation of soils from external sources as well as from your own body can lessen the performance of these finishes. In order to revive the DWR, the product needs to be throughly cleaned with a powder detergent (do not use a liquid detergent) in a regular washing machine in warm water. Put the product through two rinse cycles to ensure that there is no detergent residue, then dry it in a regular clothes dryer on medium heat for no longer than 15 minutes. This process should revive the DWR. For even better performance, treat your product with a coating of DWR spray such as Tectron®. This maintenance program is only required when water stops beading up on the outer surface of the fabric.

EQUIPMENT & ACCESSORIES

TIMELINE

1969

THE NORTH FACE INTRODUCES THE FIRST INTERNAL FRAME BACKPACK, THE RUCKSACK, WHICH QUICKLY BECOMES THE INDUSTRY STANDARD.

1975

TNF PARTNERS WITH RENOWNED ARCHITECT R. BUCKMINSTER FULLER TO CREATE THE FIRST GEODESIC DOME TENT.

1976

BLACK MAGIC PACK INTRODUCED. THE FIRST EXTERNAL FRAME PACK WITH “INDEPENDENT SUSPENSION”.

1977

BLUE KAZOO SLEEPING BAG OFFERS NO SIDE BAFFLES, ALLOWING DOWN TO BE SHIFTED TO TOP OR BOTTOM TO ADJUST FOR INSUBLATION.

1979

INTRODUCTION OF THE VINYL DUFFEL WHICH FEATURES “BULLETPROOF” FABRIC AND ZIPPERS.

1986

BASE CAMP DUFFEL FIRST OFFERED IN ITS ICONIC CYLINDRICAL DESIGN AND SHOULDER STRAPS.

2000

RELEASE OF THE PROPHET PACK FEATURING DYNEEMA FABRIC AND CARBON FIBER X-FRAMES FOR LIGHTER-WEIGHT EXPLORATION.

2012

ABS PACK IS INTRODUCED. AN INFLATABLE DUAL-AIRBAG SYSTEM THAT CAN BE DEPLOYED IN AN AVALANCHE. THE ABS PACK PUTS FUNCTION AND ALPINE SAFTEY AT THE CENTER OF DESIGN.

2020

THE ECO TRAIL COLLECTION INTRODUCED, REPLACING THE USE OF VIRGIN MATERIALS WITH SUSTAINABLE ALTERNATIVES WHILE MAINTAINING OUR STANDARDS OF QUALITY AND PERFORMANCE.

TENTS

Tents are defined as a portable shelter made of fabric supported by one or more poles attached to stakes driven into the ground. Tents are used for many different activities like mountaineering, backpacking, camping, music festivals and backyard campouts!

DID YOU KNOW?

One of the first tents produced by The North Face in 1974 was the Morning Glory Tent, a four person expedition tent that featured a unique zippered stove hole.

TENT ARCHITECTURE

Tents can come in many different architectures depending on the needs of the customer. Here are some of the common tent designs:

A-FRAME:
simple, lightweight and inexpensive tents that require staking and provides limited amount of headroom due to sloping walls.
Ex: Tuolumne

MODIFIED A-FRAME:
an A-Frame design with a center hoop pole, a ridgeline pole, or curved sidewalls to create more interior space and stability.
Ex: Eco Trail 2

DOME TENT:
spherical design that optimizes floor space while maintaining high strength from wind.
Ex: 2-Meter Dome

SINGLEWALL:
uses one layer of fabric for both waterproofing and breathability. This makes them extremely lightweight and durable, perfect for any expedition.
Ex: Assault 2

ACTIVITY

Partner with a buddy and set up a tent or two. Notice the different kinds of pole constructions and the interior space within them.

TENT ANATOMY

Here are the components that make up most tents. Next time you set up a tent, identify these pieces and what it does for the tent.

POLES
Used to give the tent structure. Typically made of aluminum, fiberglass or carbon.

TENT FLOOR
The most durable and water-resistant fabric on the tent body.

RAINFLY
Waterproof outer layer to keep everything inside the tent dry.

VESTIBULE
Space between the body of the tent and the fly to store items while keeping dry and keeps the interior of the tent clean.

FOOTPRINT
Typically sold separately (check TNF.com). Placed under the tent floor to prolong the life of the tent.

GROMMET
Metal holes that hold the pole in place.

STAKES
Plastic, metal or aluminum spikes that help secure your tent to the ground.

GUY LINES
Rope lines that can be tightened and staked in windy conditions to secure tent.

TENT FEATURES

FLY ONLY PITCHING

STUFF SACKS

SIDE STORAGE

ATTIC STORAGE

INTERNAL DRAWSTRING

HIGH-LOW VENTING

TENTERTAINMENT

MESH WINDOW VENTING

DAC POLES

Tent poles are an integral part of the tent. We partner with DAC who is considered to have the best poles in the industry. Here's some info about the company and the poles we use in our tents.

DAC is the global leader in high-tech poles, with an understanding of aluminum performance down to the molecular level.

- Thirty years of experience crafting high-performance aluminum tubing
- Over 150 patents
- Created DAC proprietary alloys designed specifically for tent poles.

DAC Featherlite NSL™

Allows the tent to be made much rounder and more comfortable inside – with steeper walls and broader roofs (an invention we call "Reverse-combi"). (Seen in Triarch, Assault, Alpine Guide)

DAC Green Anodization

DAC is the most sustainable aluminum pole manufacturer in the world.

- Invented the proprietary Green Anodization process
- Green Anodization eliminates much of the fuel, energy consumption, and water waste needed for conventional aluminum anodization
- DAC recycles all aluminum scraps to create new consumer goods

TENT TYPES

FOUR SEASON

Four season tents are built to withstand extremely high winds and are meant for high altitude or expedition use. These users sometimes spend weeks inside their tent.

THREE SEASON

Three season tents are built with a high amount of mesh to increase breathability, cut weight, and typically have large internal volume. These tents are great for backpackers or campers who want space.

ULTRALIGHT

Ultralight tents are built using high amounts of mesh. They typically have one or two poles and might require alternative forms of staking, meaning they might not be fully freestanding. These users value weight with little care for comfort.

BIVIES

Bivies are typically pole-less fabric sacks. They can be made from mesh for warmer climates or waterproof fabric for more harsh climates. These customers value weight with zero care of comfort.

SLEEPING BAGS

Sleeping bags are defined as insulated sacks for sleeping outdoors. Sleeping bags are a great resource that allow us to explore the outdoors for an extended amount of time. The insulation can be made from down or synthetic insulation. Let's start out by learning the basic make up of the sleeping bag.

SLEEPING BAG ARCHITECTURE

Sleeping bags typically come in two different shapes; mummy and rectangle.

MUMMY BAGS

Mummy bags are contoured to the body to cut down on materials so there is major weight savings and ensuring maximum warmth efficiency. These types of bags are most used in the backcountry because of their weight savings.

RECTANGLE BAGS

Rectangular bags have a roomier cut to them. They are meant to try and mimic your home sleeping set up. These will typically be used for car camping, backyard camping or any activity where you don't require compression. Rectangular bags are also great for people who feel claustrophobic in the mummy bags.

SLEEPING BAG ANATOMY

Let's break down the anatomy of a sleeping bag and point out some of the major features.

DRAFT COLLAR
An insulation tube placed along the collar bone to prevent heat from escaping from the top of the bag.

PHONE/WATCH POCKET
Many bags include an interior pocket to help keep personal items close (and warm - which can save battery life!)

HOOD
Wrapped insulation at the top of the bag to prevent heat loss. Cinches are placed around the hood to tighten around face.

VAULTED FOOT-BOX
Designed to allow for natural foot positioning while sleeping.

TEMPERATURE RATINGS
Located on the upper part of the bag opening.

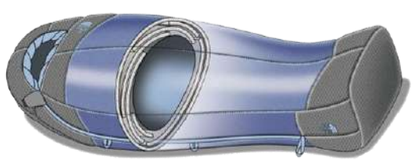
GLOW-IN-THE-DARK ZIPPER
Makes it easy to locate your sleeping bag at night.

DRAFT TUBE
An insulation tube placed along the zipper, so heat doesn't escape from the zipper.

SLEEPING BAG CONSTRUCTION

BAFFLE CONSTRUCTION

Stitches from the outside shell to a piece of inner mesh and from the inside shell to the same inner mesh. Baffle construction reduces cold spots in a sleeping bag and is more thermally efficient than stitch through construction.



CYCLONE CONSTRUCTION

Vertical baffles allow for less stitching to save weight and enhance compressibility. With fewer seams pinching the synthetic insulation, the insulation shingles maintain more loft, which means a warmer bag with less material. (Found in Snow Leopard, Cat's Meow and Lynx)

ANTI-COMPRESSION PADS

In all TNF down sleeping bags 35ºF or below we put thin sheets of synthetic insulation in key areas at the bottom of the sleeping bag. These key areas experience compression from the users weight and the anti-compression pads provide extra warmth to reduce cold spots and add extra protection from the elements (cold ground, wetness/leaks).

SLEEPING BAG INSULATION

GOOSE DOWN INSULATION

Sleeping bags will use either goose down or synthetic insulation to keep the user warm. Down insulation is the best natural insulator. It is extremely lightweight, can compress very well, has a great warmth to weight ratio and has great loft. The only negative with down is when it gets wet, it loses its ability to insulate. Typically a down sleeping bag would be great for a person going to a colder, drier environment.

800PRO

ProDown™ is our natural goose down insulation featuring a water-resistant finish to absorb less water and dry faster than traditional down. Used in all down sleeping bags which offers better performance in adverse conditions. In sleeping bags you will see 600, 700, and 800 ProDown™ used.

SYNTHETIC INSULATION

Synthetic bags are a great alternative to goose down for a couple reasons. It's extremely warm, lightweight and lofts, and retains warmth even when wet. Synthetic bags are great for people who are going to a wetter climate, have an allergy to down, are vegan, or someone looking for a lower price bag.

HEATSEEKER™ eco

Proprietary to The North Face, Heatseeker™ ECO insulation is a continuous filament synthetic insulation that is made up of 30% post recycled material.

TEMPERATURE RATINGS

EN RATINGS

The EN13537 test uses thermal mannequins to produce different warmth ratings. The test assumes that the individual is using a sleeping pad, tent and base layers. Here are the following ratings that TNF displays on its bags:

Comfort: the temperature at which a standard female can expect to sleep comfortably in a relaxed position.

Limit: the temperature at which a standard male can sleep for eight hours in a curled position without waking.

Extreme: the minimum temperature at which a standard female can remain for six hours without risk of death from hypothermia.

ASTM RATINGS

The ASTM uses thermal mannequins to arrive at a temperature rating used to indicate what temperature the sleeping bag can safely be used at. For example, if a bag is rated at 20ºF then the lowest you should safely take the bag down to is 20ºF. This lines up closely with the EN Limit rating.

ISO RATINGS

ISO 23537 confirmed in 2019 is the new standard rating for sleeping bags going forward, virtually identical to the testing method of the EN rating.

COLOR CODING

At The North Face, we design our sleeping bags with the store associate and customer in mind. We want to make sure there is purpose behind the design of our sleeping bags. That's why we color code almost all of our bags and stuff sacks to indicate whether the insulation is down or synthetic and what temperature the bag is rated to.

LIGHT GREY
accent colors means **synthetic insulation** is used**.**

DARK GREY
accent colors means **down insulation** is used.

TAN
accent colors means **recycled insulation** is used.

GREEN 0-5 **BLUE 15-20** **ORANGE/YELLOW 35-40** **RED 50+**

COMPRESSION SACK

Our packaging for sleeping bags is not only a space saver in your store, but also a great tool to know what you're showing the customer without even needing to open the stuff sack. Check out these helpful hints on the packaging:

TECHNICAL PACKS

Packs are defined as a bag with shoulder straps that carries one's belongings needed for the day or a whole trip. Packs allow people to go deep into the backcountry while carrying huge loads on their backs. Packs can carry anywhere from 5lbs to 75lbs depending on the need and the end use.

Packs can come in a couple different frame styles depending on the end use and need of the customer. Here are some of the common pack designs:

EXTERNAL FRAME

External frame packs are typically made out of aluminum and the frame is exposed on the pack. It offers great breathability but are typically heavy and not flexible. TNF has discontinued using this type of design.

INTERNAL FRAME

Internal frame packs sit flush against your back and have the aluminum or steel frame on the inside of the pack. They are typically lighter in weight and can hold large volumes.

FRAMELESS

Frameless packs do not have a steel or aluminum frame and instead might have a thin foam sheet or no sheet at all. These are extremely lightweight but only come in small volumes meant for fast and day use.

TECHNICAL PACK ANATOMY

PACK LID
Detachable lid that holds quick access items and gives the pack structure.

HYDRATION COMPATIBILITY
Many packs have a dedicated hydration sleeve inside the pack with a port for the hose to thread out and stow on the shoulder strap.

TORSO ADJUSTMENT
Adjustable harness that customizes fit to the user based on length of torso.

LOAD LIFTERS
Straps that control the load and how far/close the pack sits to the back.

WATER BOTTLE POCKET
Expandable water bottle pockets on either side of the pack.

OUTER POCKET
Also called a beaver tail pocket. Allows user to stash gear outside of the pack for quick access.

HIP BELT
Belt that allows weight to be distributed to the hips and takes weight off the shoulders. Pockets are located on the belt.

BACK PANEL
Foam and/or mesh layer that sits directly on the back.

STERNUM STRAP
Straps that connect the shoulder straps and brings weight more to the center.

CARRY SYSTEM

DYNOCARRY™

The patent-pending Dyno Carry System™ offers: self-equalizing, on-the-fly, adjustable load lifters and unique to Dyno Carry, a swiveling hip-belt for organic motion. Featured in the Griffin collection.

DYNOLITE™

The patent-pending Dyno Lite System™ allows you to adjust the back panel on the fly without having to take the pack off. The Dyno Lite System™ features self-equalizing, on-the-fly, adjustable load lifters. Featured in the Banchee collection.

DYNOLIFT™

The patent-pending Dyno Lift System™ doesn't add weight and features self-equalizing, on-the-fly, adjustable load lifters. Featured in the Hydra and Terra collection.

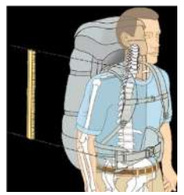
DYNOCINCH™

The patent-pending Dyno Cinch System™ allows for on-the-fly compression of the pack without taking the pack off. Featured in the Chimera collection.

HOW TO FIT A TECHNICAL PACK

Fitting a customer for a pack is great customer service and is extremely valuable in making sure the customer has the right fit and will be happy with their purchase. Shed your fear of fitting a pack by following these steps:

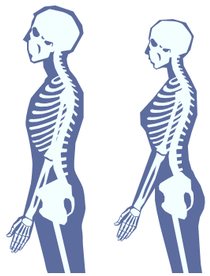
STEP ONE: Measure the user's torso length in inches. According to the industry standard, a user's torso length is the distance between the top of the iliac crest (front hip bone) and the center of the C7 vertebra (when you lean your head forward, it protrudes outward).



STEP TWO: Determine the right pack size. For men it's either S/M or L/XL and for women its either XS/S or M/L. Some packs have fixed length. Once the torso length has been determined, it is easy to determine the corresponding pack size.

STEP THREE: Load the pack (10-15lbs is enough). In order to ensure the pack is properly fitted for the consumer, it's important to put actual weight in the pack.

STEP FOUR: Fine tune the fit. Ensure straps wrap smoothly from the back panel over the shoulder without any gaps and ensure load-lifting straps are at a 45-degree angle. In addition, make sure the hip-belt is fit snugly over the iliac crest.



MEN'S AND WOMEN'S FIT

It's very important to know that there is a different fit between men's and women's packs. Let's highlight why that is and how we design for those differences.

On a skeletal level, a woman's pelvis is tipped forward, causing more curvature of the lower spine. The torso height is also typically shorter as well as the shoulders being more narrow.

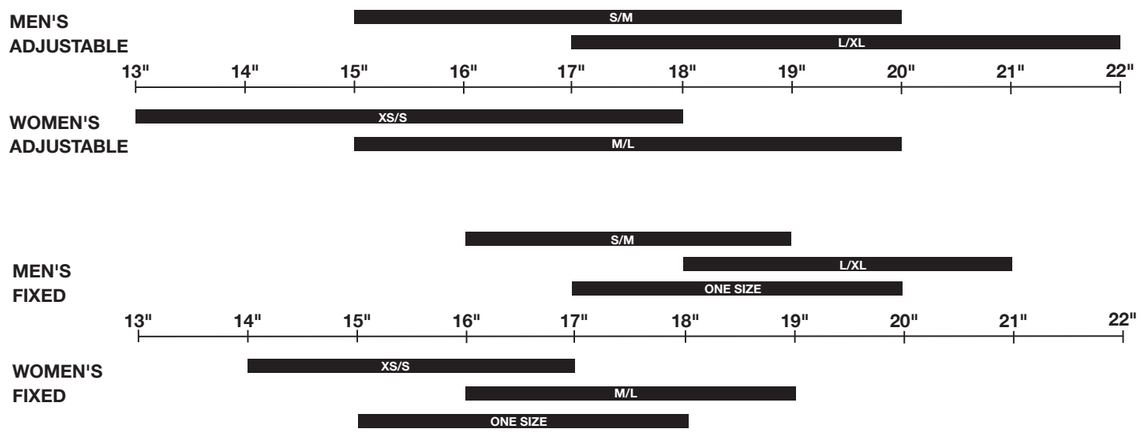
TORSO LENGTH

Women typically have shorter torso lengths than men. You can see in the sizing chart (found on the next page) there is a real difference in torso length, so while capacity might be the same on packs, the torso length on the pack is considerably shorter.

SHOULDER STRAPS

To accommodate for a woman's bust, the shoulder straps are typically thinner than the men's styles and the women's straps will also curve more than the men's coming straight down. This also allows for a better distribution of weight.

TECHNICAL PACK SIZING CHART



HOW TO PACK A TECHNICAL PACK

Having a properly packed backpack is essential to a comfortable carry as well as making sure you can fit everything in your pack for the trip.

STEP ONE: The bottom of the pack is meant for the sleeping bag. It takes up the most amount of space and the bottom of the pack holds the most area.

STEP TWO: Start placing your heaviest items toward the back panel such as the stove. You want to make sure you have the heaviest items closer to you to keep your center of gravity.

STEP THREE: Place your lighter weight items towards the outside and top of the pack. You want to fill any crevices in the pack to make sure its fully packed out and stable. You don't want your pack to look like a bunch of basketballs!

STEP FOUR: As you are packing, make sure to keep essential items near the top of the pack so there is easy access. These things should include first aid kit, trail food, rain jacket and essential layers.

BACKPACKS

Whether on campus or the trailhead, explorers always need easy, comfortable ways to carry their gear. Backpacks have come a long way from just soft fabric and shoulder straps. We've infused technology and optimized organization which make our backpacks beloved bestsellers.

BACKPACK LINES

HERITAGE Our heritage packs are inspired by old-school packs but infused with modern needs like laptop sleeves, recycled fabrics and non-PFC DWR treatment.

CORE Our core packs are known by name and offer great organization for students and/or professionals. We offer almost all of them in men's and women's specific options.

FLEXVENT™

Our suspension system features a flexible yoke built from custom injection-molded shoulder straps focusing on a comfortable, padded back panel and a highly breathable lumbar panel for maximum breathability. Our packs are endorsed by the American Chiropractic Association to ensure they are not only stylish and functional, but supportive.

ENDORSED BY ACA™ AMERICAN CHIROPRACTIC ASSOCIATION

WOMEN'S SPECIFIC FIT

WOMEN'S

UNISEX / MEN'S

We design our women's packs with a focus on the shoulder straps and back panel so that they have the correct proportions, ratios and shapes for women. Our FlexVent suspension system is shorter to accomodate a shorter torso height and features padded back panels especially at the lumbar. The shoulder straps are shorter, more narrow and curve to contour around the bust. Ensuring all day comfort is what we're known for.

360-DEGREE REFLECTIVITY

REFLECTIVE TAPE ON LIGHT LOOP AT BASE OF PACK

REFLECTIVE TAPE ON SHOULDER STRAP

REFLECTIVE TAPE ON WATER BOTTLE POCKETS AND/OR FRONT LOOPS

ROLLING LUGGAGE

For the adventure traveler, we offer rolling luggage that is built for the long haul. Below are highlights on the Rolling Thunder. While they differ in storage and appearance, they share key similarites for durability.

EXTENDABLE LUGGAGE HANDLE WITH PATENTED SIDE-RELEASE BUTTONS

HARD SHELL BACK TO MAINTAIN SHAPE AND PROTECT EXTENDABLE HANDLE

SELF-CLEANING WHEELS

ROLLING THUNDER

22"

30"

36"

LARGE OPEN STORAGE WITH INTERNAL COMPRESSION STRAPS

LUGGAGE

BASE CAMP DUFFEL

The North Face Base Camp Duffel was introduced in 1979 crafted from vinyl laminated fabric (now made with ballistic nylon) utilized by climbers on expeditions to haul their items to base camp. Handles were introduced in ‘89 and the D-door in ’96. The Base Camp Duffel has been the most trusted duffel for the gym, travel, and expeditions for decades.

XS: 31 liters

S: 50 liters

Secure side pockets for small items

Carry options: Detachable, alpine-cut shoulder straps, 4 side haul handles

M: 71 liters

L: 95 liters

Secure zip end cap pocket

Carry options: Detachable, alpine-cut shoulder straps, 2 side haul handles; duffel carry handles

XL: 132 liters

XXL: 150 liters

Internal mesh pocket at end cap; large mesh pocket on opening

Carry options: Detachable, alpine-cut shoulder straps

XL: 2 side haul handles; duffel carry handles XXL: 4 side haul handles

ACCESSORIES

GLOVES / MITTS

Handwear at The North Face focuses on protecting and comforting hands against cold. Gloves separate the fingers to give natural dexterity. Mittens keep four fingers together for a warmer experience maintaining body warmth when in contact with each other.

GLOVE

MITT

Gloves/mitts add to the overall warmth of the wearer and for many complete a winter outfit. We offer many similar fabrics, colors, and warmth offering to fit everyone’s needs.

E-TIP

Touchscreen responsive yarn is woven through the fingers of the gloves, so the user doesn’t have to remove their gloves.

UR POWERED

RADIOMETRIC FITTING

Understanding that many of our gloves are used with the hand closed, our team makes sure that gloves/ mitts will fit comfortably in any position.

HATS

UNISEX			WOMEN'S	YOUTH
				
SHALLOW FIT • Lower-fitting crown • Sloped front panel • 6.25” crown height	**CLASSIC FIT** • Mid crown • Sloped front panel • 6.75” crown height	**DEEP FIT** • Higher fitting crown • Squared front panel for more room • 7” crown height	**WOMEN’S FIT** • Designed specifically to fit a woman’s head • Women-specifc closures and trims such as a larger keyhole for polytails	**YOUTH FIT** • Designed specifically to fit a child’s head • Shallow, classic and deep fits

EQUIPMENT CARE

TENT CARE

STORAGE INSTRUCTIONS

We recommend storing all tents completely dry in a breathable container in moderate temperatures to best prevent delamination.

CLEANING INSTRUCTIONS

If the tent needs to be cleaned, spot clean with a mild soap (if needed) and warm water with a cloth. Ensure the tent is completely dry before storing to prevent mold developing.

SLEEPING BAG CARE

Taking care of your sleeping bag is essential to extending its life. If you take care of your sleeping bag properly, you can have a sleeping bag for years. Here are some tips to tell your customers on how to treat their bag:

STORAGE INSTRUCTIONS

We recommend storing all sleeping bags in a breathable container in moderate temperatures. Do not keep the bag in the compression bag as it can compromise the insulation to not be as effective for future use.

WASHING INSTRUCTIONS

1. Don’t take your bag to the dry cleaners unless they specialize in goose down cleaning. Laundromats have large industrial washers that work well for sleeping bag size.
2. Use a front load washer. If one is not available, you can use a top loader just disengage the agitator.
3. Use a down or synthetic wash and avoid standard laundry detergent. Down and synthetic washes are very mild detergents that are gentle on the down.
4. Follow the care instructions on the bag for water temperature and spin cycle.
5. Load the bag in a large dryer on low heat. Add a couple tennis balls to redistribute the insulation around and make sure it doesn’t clump. It could take over an hour for the bag to dry.

PACK/LUGGAGE CARE

CLEANING INSTRUCTIONS

We recommend spot cleaning all hardgoods with a mild soap and warm water with a cloth.

FOOTWEAR

TIMELINE

1999
INTRODUCTION OF TRAIL RUNNING AND TREKKING STYLES: ULTRA 100 & ELIXIR GTX©.

2003
TNF MOVES ALL FOOTWEAR DESIGN IN HOUSE. HIKING LINE LAUNCHES TO ACCOMPANY TRAIL RUNNING, MULTISPORT AND SANDALS.

VIBRAM PARTNERSHIP AND FLIGHT SERIES INTRODUCED.

2008
NEW INSULATION, SOLE AND TRACTION TECHNOLOGIES ARE IMPLEMENTED ACROSS SEVERAL FOOTWEAR LINES. PRIMALOFT, ICEPICK AND AN EXPANSION OF GTX PRODUCTS PROVIDE MORE FLEXIBILITY FOR THE CONSUMER.

2010
TNF CONTINUES ITS COMMITMENT TO SUSTAINABILITY, CREATING ENVIRONMENTALLY FRIENDLY PROCESSES RELATED TO RECYCLED SOLES, FAIR TRADE LEATHER AND PLASTIC BOTTLE RECAPITALIZATION.

2012
NEW COLORS AND MATERIALIZATION OF ICONIC STYLES INCLUDING HEDGEHOG, BACK TO BERKELEY, CHILKAT, BALLARD AND ULTRA SERIES LEAD TO COMMERCIAL SUCCESS.

2014
TNF EXPANDS THE ULTRA SERIES INTO SILHOUETTES FOR HIKE, FASTPACK, TRAIN, AND ROAD RUNNING.

2018
RECATEGORIZED FOOTWEAR LINES INTO MOUNTAIN SPORTS, MOUNTAIN LIFESTYLE, URBAN EXPLORATION AND TRAIL RUN.

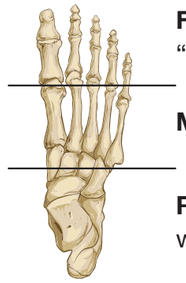
2020
INCORPORATION OF FUTURELIGHT, OUR MOST BREATHABLE WATERPROOF TECHNOLOGY, INTO HIKING AND TRAIL RUNNING SHOES.

2021
VECTIV TECHNOLOGY TURNS ENERGY INTO MOMENTUM WITH THE 3D VECTIV PLATE, ROCKER MIDSOLE AND SURFACECTRL OUTSOLE

In order to understand our footwear line, it's important not only to learn about the basic materials, construction and technology associated with footwear but also to have a basic understanding of the human foot.
In the following training, we will look at everything from the construction of footwear to the anatomy of the human foot.

ANATOMY OF A FOOT

We must first understand the anatomy of the foot if we are to understand how shoes are built and why certain features are built into them. Let's start by identifying some key foot bones and identify why they are important.



FOREFOOT: consists of 5 toes "Phalanges" and 5 proximal long bones "Metatarsals" that make up the Metatarsus, where the foot leaves the ground.

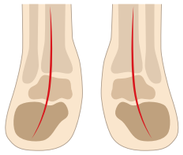
MIDFOOT: arch of the foot that acts as a natural shock absorber

REARFOOT: consists of the heel bone, also known as the Calcaneus, which has a layer of fat that acts as a natural crash pad.

TYPES OF GAIT

A person's gait refers to how they walk which can be affected by their foot shape and structure. Below is a representation of the general population and what type of gait they have.

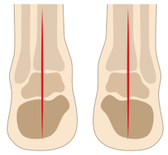
LOW ARCH (FLAT FOOT)



ANKLES LEAN INWARD

OVERPRONATION: strikes the ground on the lateral side of the heel and transfers the weight in the medial direction, however, rolls too far in the medial direction.

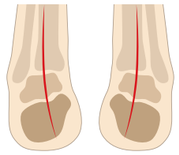
NORMAL ARCH



ANKLES DO NOT LEAN

NEUTRAL: strikes the ground on the lateral (little toe) side of the heel and then transfers weight from the heel in a medial direction (toward big toe) evenly across the metatarsus.

HIGH ARCH



ANKLES LEAN OUTWARD

SUPINATION: strikes the ground on the lateral side of the heel and transfers weight in the medial direction, however, does not roll far enough in the medial direction.

FOOTWEAR CLASSIFICATIONS

TNF has improved upon our key categories, Active Trail, Outdoor Trail, Trail Running, and Lifestyle. Understanding each of these categories and how certain styles apply to them is imperative to your understanding of footwear.

LIGHT HIKE

The modern hiker is looking for a blend of fashion and function. They intend to hike to happy hour, with an appreciation for modern styling with a solid fit and versatile function. These consumers appreciate the “all-in-one” shoe that they can wear hiking, training, or just day to day.

FAST HIKE

The traditional hiker is focused on performance, durability, and support. They require the confidence to go farther, with specialized functionality and classic style. These consumers need a pair of shoes that can withstand the rigors of multi-day hikes with confidence.

TRAIL RUNNING

The fastest growing sport in America requires the best in performance, weight, and comfort. The modern trail runner is typically looking for a lighweight, form fitting shoe that is waterproof and tuned to the activity.

LIFESTYLE

Style focused footwear with a mulitude of color, comfort, length and material choices. Depending on the season, you’ll see insulated boots in fall and sandals in spring.

ACTIVITY

Identify and try on one item from each category. Compare the fits.

Locate an apparel piece that would coordinate well with each footwear category.

FOOTWEAR TERMS

Throughout this section, we will reference several footwear terms. Here’s a definition of each one.

PU= Polyurethane (typically used as a very firm midsole or for protection of the shoe)

TPU= Thermo Plastic Urethane (used as a shank to protect root, rock, or stone bruising. Can also be used in the heel for protection)

EVA= Ethyl Vinyl Acetate (used as a midsole, acts as a very soft foam for comfort)

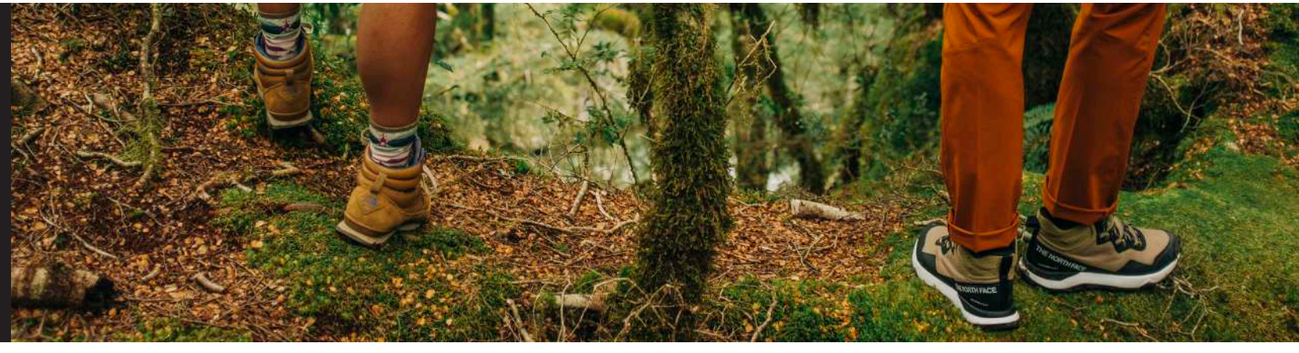
Last- The wood or plastic foot-shaped form over which the shoe upper is pulled to conform to the prescribed shape and size of the shoe. (Lasts are the building blocks of shoes and determine overall fit)

Medial- the inner part of the shoe

Lateral- the outside part of the shoe

ANATOMY OF A SHOE

Let’s breakdown the different components of a shoe. Each component must be carefully considered when building a shoe to make sure the features match the end use.



FOOTWEAR TECHNOLOGIES

VECTIV

3D VECTIV PLATE Positioned directly underfoot, our 3D VECTIV plate provides forward propulsion and stability. The plate is shaped to compliment the Rocker Midsole shape underneath to offer that responsive underfoot support.

3D VECTIV PLATES OFFERED:

CARBON PLATE

Best-in-class Performance
Premium Material
Most Propulsion

PEBAX PLATE

Industry Respected
20% Lighter than TPU
Balanced Propulsion

TPU PLATE

Industry Standard
Versatile Material
Softer Flex

VECTIV ROCKER MIDSOLE

The rocker shape of the VECTIV midsole optimizes foot strike and forward momentum.

SURFACECTRL OUTSOLE

Our new high-traction rubber outsole delivers surefooted confidence on any terrain especially when braking downhill.

FOOTWEAR TECHNOLOGIES

WATERPROOF BREATHABLE

Waterproof technology is important in shoes when exploring in all types of weather. If your shoes or boots get wet not only will you be uncomfortable, you also risk being extremely cold in the winter. Customers come to TNF because they know we have the tech to keep them dry.

DRYVENT™

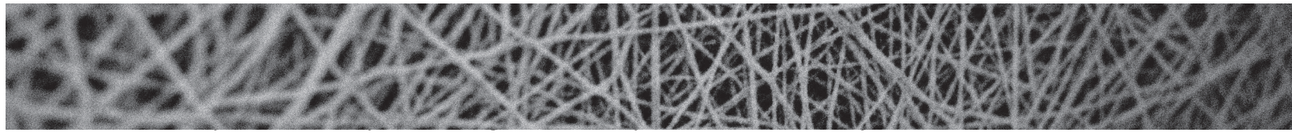
The North Face's proprietary polyurethane waterproof breathable membrane. DryVent is completely waterproof while allowing moisture vapor molecules to pass through. DryVent replaced the name Hydroseal.

FUTURELIGHT™

BENEFITS:

BREATHABLILITY

The feet contain about 250,000 sweat glands -- the highest concentration of sweat glands compared to any other part of the body. On a daily basis, these sweat glands can produce around 8 ounces of perspiration. Incorporating our most breathable waterproof technology, FUTURELIGHT, will drastically improve comfort on the trail especially in the spring and summer months.



NANOSPUN MEMBRANE CREATES RANDOMIZED MATRIX THAT CAN ONLY BEEN SEEN USING A NANOSCOPE

AIR CAN MOVE THROUGH WHILE MAINTAINING WATERPROOFNESS

WATERPROOF

FUTURELIGHT technology is 100% waterproof. The same membrane used in apparel is now in footwear. We tested FUTURELIGHT shoes by flexing them thousands of times to prove their durability and waterproofness.

LIGHTWEIGHT

The lightweight membrane offers stretch to make it incredibly comfortable on foot. Being so thin and pliable, this new footwear membrane improves the fit enhancing comfort for all day wear.

NANOSPUN MEMBRANE

H2O PROOF

H2O Proof™ is a construction method to make The North Face shoes and boots waterproof. The upper, which usually consists of leather is sealed with cement when bonded to the lower upper of rubber or PU.

INSULATION TECHNOLOGIES

Insulation is crucial in the winter. We offer several different types of insulation based off end use and design. Synthetic insulation is mostly used due to its durability and warmth when wet.

THERMOBALL™

ThermoBall™, is a revolution in insulation technology. Unlike traditional continuous-filament synthetic insulations, ThermoBall™ is fabricated as small individual balls of synthetic fibers that mimic the clustering of down. As a result, ThermoBall™ is able to offer the lightweight, loft, warmth and compressible properties of down with the wet-weather insulating performance of synthetic insulation. In 2019, Thermoball™ Eco is made with 100% post recycled material!

HEATSEEKER™

Proprietary to The North Face, Heatseeker™ insulation is a continuous filament synthetic insulation that is used in a wide range of products from winter boots to lifestyle options.

PRIMALOFT

A minimum of 50 percent post-consumer recycled fibers are incorporated into PrimaLoft® Silver Insulation Eco, yet still meets the same exacting performance standards as regular PrimaLoft® insulation.

700 / RDS

Down comes from underneath the rough exterior feathers of geese. It has a great warmth to weight ratio, lightweight and compresses well. It does not retain its warmth when wet which is why it is featured in lifestyle footwear.

INSOLE/FOOTBED TECHNOLOGY

Ortholite®

OrthoLite® is the leading manufacturer and supplier of insole foams for the world's leading footwear brands.

This open-cell PU foam is 95% to 100% breathable, allowing air to circulate in and around the insole, keeping the foot cooler inside the shoe. The footbed offers comfort with minimum packout. They are removable, which allows customers to use a different orthotic. These are also washable! OrthoLite® offers different versions, many with recycled or bio-based materials.

MIDSOLE TECHNOLOGIES

Midsoles give us the cushion and support that makes our shoes so comfortable. A midsole can be of one material or more and made of rubber or foam.

DUAL-DENSITY

A dual-density midsole offers differentiating support awith softer foam/rubber in one area and more firm support at another.

XTRAFOAM™

This proprietary dual-density EVA midsole system provides max cushioning, exceptional underfoot comfort and stability while managing the initial impact forces of the heel strike to keep you healthy and outdoors longer.

Soft core EVA foam for max comfort.

Firmer perimeter EVA to form a barrier to prevent pack-out.

FASTFOAM™

FastFoam™ provides a combination of responsive cushioning, underfoot comfort and inherent stability during faster paced activities. There is a soft, yet responsive EVA core for underfoot comfort and a more resilient EVA around the perimeter to prevent compression set and packing out.

Soft, responsive EVA foam for max performance.

Firmer perimeter EVA to form a barrier to prevent pack out.

PROTECTION TECHNOLOGIES

Building in protection in our shoes and boots is key especially when it comes to hiking and trail running. Whether it's underfoot protection or centering the heel, we want to make sure our customers are protected throughout their journey.

MATRYX®

Abrasion-resistant, super-durable and lightweight Matryx® panels or full upper are woven with Kevlar® for extreme durability that offers lateral stability. While being ultra breathable, this material doesn't stretch to remain intact and support the foot.

PEBAX POWERED®

Plate technology underfoot to offer energy rebound. Pebax is typically 20% lighter than competitive polymers and tremendously efficient energy return. This material is also impermeable to change in varying temperatures (doesn't harden in cold or loose elasticity in heat).

CRADLE

Heel-stability technology designed to provide proper positioning of the heel bone.

snakeplate™

The Snake Plate™ is a forefoot plate that winds back and forth between the medial and lateral sides of the foot, providing superior flexible, push-through protection.

OUTSOLE TECHNOLOGIES

SURFACE**CTRL**

Our new high-traction outsole delivers surefooted confidence on any terrain and has been designed to be lightweight and comprised of 40% bio-based materials.

EX**TS**

Our proprietary Exploration Trax System, or EXTS™ is a best-in-class traction system that uses a three-tiered approach:

- Unique outsole compound provides traction on wet and dry terrain
- Purposeful lug orientation delivers optimal ground-surface contact
- Lugs' technical design gives you support from heel plant to toe-off

HIKING OUTSOLE

EXTS is offered in styles designed from hiking and lifestyle footwear. The outsoles (examples shown to the right), differ based on activity and terrain to offer optimum traction. Another added benefit of EXTS is that the material is made of at least 42% bio-based formula derived from renewable plant based sources.

LIFESTYLE OUTSOLE

vibram®

With 70 years of expertise in integrating sport-specific design with proprietary rubber, Vibram® makes rubber compounds that deliver superior grip, traction and durability. Vibram® soles are known for use in outdoor sports such as mountaineering, hiking, trail running, motorcycling as well as for casual and industrial applications.

ultrATAC™

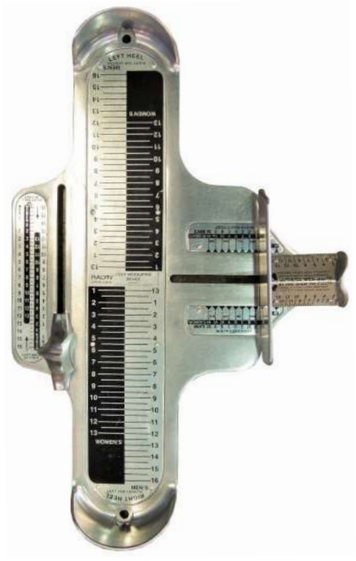
Ultratac™ is an all terrain, all-condition rubber outsole for excellent wet-dry traction for running on roads, scrambling over technical terrain or everyday use. This technology is proprietary to The North Face.

icepick™ TNF winterGRIP®

Icepick™ are temperature sensitive lugs that harden in cold temperatures. They usually are depicted as a different color on the outsole like the image to the right in red.
The North Face® WinterGrip™ is a sticky rubber used in snowy and icy conditions. It is used in conjunction with Icepick™.

HOW TO MEASURE A FOOT

Outfitting a customer with the correct size and style of footwear is an exercise in understanding both the style's preferred use case, as well as how to use a Brannock Device.



1. PREPARE THE DEVICE
Prepare the Brannock Foot-Measuring Device®. The width bar should be set to its widest position and the arch length indicator should be slid back, so the foot can be positioned easily on the device.

2. POSITION THE FOOT
Have the customer stand, placing their right heel into the right heel cup. Be sure the heel is properly located against the back of the heel cup.

3. MEASURE TOE LENGTH
Press the toes flat against the base of the device and look straight down over the longest toe to read toe length. Make sure the customer's socks are snug against the toes to yield an accurate measurement.

4. MEASURE ARCH LENGTH
Place your thumb on the ball joint of the foot. Slide the pointer forward so the inside curve of the pointer fits the ball joint of the foot and the two high ribs come in contact with your thumb. The lower middle rib will be against the ball joint on the side of the foot. This yields the arch measurement.

5. MEASURE WIDTH
Slide the width bar firmly to the edge of the foot. Locate the shoe size on the movable width bar and view the width measurement indicated by the properly determined shoe size. If the shoe size falls between widths, choose a wider width for a thick foot, a narrower width for a thin foot.

6. FIND THE CORRECT SIZE
Compare the arch length to the heel-to-toe length. If the arch length and heel-to-toe length are the same, this will be the shoe size. If the heel-to-toe length is larger than the arch length, then fit to the heel-to-toe size. If arch length is larger than heel-to-toe, then fit to arch length.

FOOTWEAR FAQs

Do we make shoes in wide or narrow sizes?
At TNF we make footwear that has a universal appeal from a measurement perspective. We do not have any specific footwear that is designed to be wider or more narrow than normal in store. We do offer the Men's Hedgehog Fastpack II WP and Mens' Ultra 109 WP online. Instead we recommend that you accurately size the customer's foot and then provide them with a variety of pairs to fit their use case.

How do I take care of my shoes? Can I wash them?
TNF shoes are made with durability and heavy use in mind. However, as with any pair of shoes, sometimes you need to give them a wash. In the event that water alone is not enough to remove any dirt or debris, we recommend a light performance wash like Grangers. You can put your shoes in a low-tumble-speed washer with this performance wash and then air dry them.

What is the best way to communicate FUTURELIGHT?
The best way to communicate the benefits of FUTURELIGHT to a customer is to use the language we've been training you on. The focus should be on the benefits of: breathability, waterproof, durability. The new standard in waterproof, breathable fabric is going to be impactful for our footwear, designed with the athlete in mind and targeting the modern consumer.

Why is it important to fit Footwear properly?
Surprisingly, the majority of customers are unaware of their actual shoe size. A proper fit session will also allow customers to understand their arch size and width of their feet. Providing the customer with a complete fitting experience will showcase not only your customer engagement skills, but also your knowledge of the proper pair of footwear for the customer's use case.

Why do we categorize our Footwear like we do?
TNF tries to provide footwear for a variety of customers, and aligning our use cases with our customer types is the easiest and most efficient way to ensure the correct product fit. With the advent of Outdoor Trail, Active Trail, Trail Running, and Lifestyle/Sandals, TNF is providing more options than ever for the modern customer. Each is focused on a use case that can be made relevant to a customer in just a few questions, so focus on understanding these categories and what products fall into each.

NEVER STOP EXPLORING™