

# Waterproof breathable fabrics: demand for comfort is driving innovation

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## Abstracts

Waterproof breathable fabrics - which protect against rain, wind and snow while allowing perspiration vapour to escape - are among the most technically advanced in the performance apparel market. And they have become even more high-tech as a result of developments in fields as diverse as biomimicry, silicon-based technology (SBT) and plasma technology. The market for waterproof breathable fabrics is poised to enjoy robust growth as combined demand from the outdoor wear, personal protective equipment (PPE), military and other segments is forecast to grow by an average of 5% per annum between 2011 and 2016. Competition and innovation in the industry seem set to intensify, as companies strive to create environmentally friendly garments which offer higher levels of comfort. This report provides a wealth of information, insight and analysis on the market for waterproof breathable fabrics, as well as applications for waterproof breathable materials. It also features information on the development of waterproof breathable constructions, and standards for testing waterproofness, water repellency and breathability. It includes information on waterproof breathable garments and ways of achieving waterproof breathability in apparel. Furthermore, the report presents the latest product innovations, as well as an outlook for the future.

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Clariant: Arkophob FFR  
Columbia Sportswear: Omni-Dry  
DOW Corning: DOW Corning DWR-7000 Soft Hydro Guard  
GE (General Electric): eVent DVL  
HeiQ Materials: Barrier ECO  
Helly Hansen: Helly Tech  
Huntsman Textile Effects: Phobotex  
Jack Wolfskin: Texapore  
Lowe Alpine: Triplepoint Ceramic  
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