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## National Ski Patrol Selects Polarmax as Official Base Layer Supplier

**Twitterpitch:** @Natlskipatrol selects @polarmax as official #baselayer supplier #ski

**WEST END, NC** - Polarmax and the National Ski Patrol have joined forces to provide patrollers access to the best technical base layer garments available on the market. Polarmax's 25 years of technical base layer design and manufacturing in the ski industry means Polarmax understands varying conditions and the hard work that goes into being a patroller in the mountains, day in and day out.

Polarmax knows what patrollers need most:

- Superior wicking
- Insulation
- Breathability
- Quick drying
- Anti-microbial
- Non-shrink qualities
- Easy wash and wear care
- Made in the USA

"We are really excited to partner with Polarmax as the official base layer supplier of the National Ski Patrol," said NSP Executive Director Tim White. "Polarmax has been making quality base layers since way back when I started skiing, and they understand the needs of those who work outside in the worst conditions. I've not come across a base layer that performs better under varying conditions and we're proud to be able to offer Polarmax base layers to our patrollers, making every effort to ensure their comfort and safety on the job."

All Polarmax products feature their proprietary Acclimate® Dry to keep you dry and warm during high and low output cold weather activities, and the Polarmax system is specifically designed to allow you to select base layers that accurately match your level of activity and conditions.

Since all Polarmax garments are created and produced within a 15-mile radius in North Carolina, your base layer now has an extremely tiny carbon footprint.

"The NSP is a perfect match for Polarmax," echoed Polarmax National Sales Director Roger Maxey. "The heart and soul of the NSP matches the heart and soul of Polarmax. We design our products with the end user in mind. We're thinking of those who go out day after day in an effort to keep people safe, in what can be the craziest of conditions. What we provide for these dedicated professionals is performance, fit, feel, longevity and anti-odor."

Polarmax retailers can be found online at <http://www.polarmax.com>, and NSP members can get great discounts on Polarmax gear on the NSP Pro Page under Member Services or the *NSP Winter Catalog*.

### Links:

Polarmax: <http://www.polarmax.com>

National Ski Patrol: <http://www.nsp.org/>

Online press release:

**About Longworth Industries**

Based in West End, North Carolina, Longworth Industries manufactures and markets Polarmax and XGO technical base-layer apparel. Longworth Industries products are 100% made in the U.S.A. Visit us on the web at [www.Polarmax.com](http://www.Polarmax.com)

**About the National Ski Patrol**

The National Ski Patrol is a Federally-chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 70 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 27,000 members represent 98 percent of the nation's patrollers. For more information, access [www.nsp.org](http://www.nsp.org).