



Ray Mears endorses Nikwax®

Nikwax® Waterproofing is proud to announce an extensive involvement with Ray Mears, the world's leading authority on survival and Bushcraft.

Official Announcement

Known for his television series and documentaries including Tracks, World of Survival, Extreme Survival and more recently The Real Heroes of Telemark, Ray Mears and Nikwax® Waterproofing are co-supporting each other to raise awareness of outdoor survival and adventure.

Marketing Manager at Nikwax®, Jason Knights commented, "Collaborating with Ray Mears and his team at Woodlore brings enormous benefit and kudos to our aftercare range for clothing, footwear and equipment." Jason went on to say, "Nikwax® is delighted with this initiative. We are totally committed to enhancing people's experience of the outdoors and share Ray's belief that the outdoors offers something of value for everyone. By supporting each other's efforts we hope to increase people's understanding and knowledge of the world around us."

Nick Brown, Managing Director and founder of Nikwax® remarked, "It is a credit to our research team who strive forward with market leading and technically advanced aftercare products – a product that Ray and his team use to make sure their gear performs in extreme conditions."

Ray Mear's Woodlore is a School of Wilderness Bushcraft offering a range of educational courses. "It is important people learn from the environment and understand how basic survival techniques can keep you safe in extreme weather," said Ray. "We offer something for everyone, from teaching skills on ancient technology and living off the land to learning Bushcraft." Woodlore's most extreme programmes offer people challenging expeditions in wild and true wilderness and there is a full range of weekend, week-long, special event and expedition courses depending on personal knowledge and experience of the outdoors.

When asked about the Nikwax® endorsement Ray commented, "What I like about Nikwax® is their environmental focus. The company has developed a unique WaterBased solution that is 5 times more concentrated than solvent based liquid products or aerosol equivalents and yet contains no harmful propulsion gases or chemicals that may damage the environment." Ray went on to say, "For me I wouldn't be without Nikwax®. It's simple to apply, easy to

Manufacturers of high performance waterproofing and
re-proofing WaterBased products

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use and ensures your gear keeps you dry. It represents the first choice for care and maintenance for my outdoor gear wherever I am in the world.”

Nikwax’s unique WaterBased system uses water instead of solvent to carry its active ingredient, avoiding atmospheric pollution and solvent-based global warming and its cleaning solutions use non-detergent soaps, which clean without degrading water repellency or breathability.

For clothing and gear, the use of Nikwax[®] products for cleaning and waterproofing in a washing machine is one of the many benefits of buying into the Nikwax philosophy.

For the latest range of courses and information on Ray Mears and Woodlore School of Wilderness Bushcraft, visit

www.raymears.com

or email info@raymears.com

For information on Nikwax[®], its products and the benefits of using aftercare cleaning and waterproofing solutions for clothing, footwear and equipment, visit www.nikwax.com

or contact 01892 786 400 or email info@nikwax.co.uk

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