

# GRAMICCI

*For Immediate Release*

## GRAMICCI DEBUTS ANOTHER RECYCLED ART INSTALLATION BOOTH AT WINTER OUTDOOR RETAILER SHOW IN SALT LAKE CITY

*Booth Coincides With Company's Major Increase In Its Organic Fall Line Offering to 60%*

AGOURA HILLS, Calif. (1/19/2010)— Gramicci, the 27 year old iconic outdoor performance and lifestyle apparel company will debut its seventh, in five years, recycled art installation booth #9001 at Winter Outdoor Retailer Show in Salt Lake City from January 21-24.

Gramicci has been the recipient of five design awards associated with its art installation booths that included two SNEWS awards; the “Eco BOB Award” and “TOP BOB Award. This show’s minimalistic inspired booth design reflects and coincides with Gramicci’s expanding organic and recycled apparel offering that now represents over 60% of the company’s Fall 2010 offering.

Conceived and designed by artist and Gramicci Art Director, Jackson Chandler and Marty Weening, President of Gramicci, the booth is made mostly of recycled shipping pallets, recycled wood and particle board. The tables and furniture are made of Sorghum, and a variety of recycled materials. Chandler comments, “The slats in shipping pallets create a very cool architecturally eye pleasing background ideal for presenting and displaying product. And the space conjures up the feeling of a winter ski shack, a great hang out. So we dropped in a ping pong table and asked everyone to come by, have a beer, and play some ping pong.”

This show marks Gramicci’s 54<sup>th</sup> time it has exhibited at the Outdoor Retailer Show. Gramicci President Marty Weening states, “we continually remind one another of how proud we are to be associated with an industry that leads the environmental movement. And as a result of that association we will continue to contribute to reduce our impact on the environment in every facet of our business.”

To celebrate the new installation and bring in friends, Gramicci will be hosting a Winter Open Ping (BEER) Pong tournament culminating at the end of each day with a \$500 shopping certificate. The Ping Pong tourney will be ongoing daily in the booth throughout the show. The schedule is from 4:30 to 5:15 for the championship ping-pong playoff between daily winners – winner gets \$500. From 5:15 onward Beer Pong of two to four member teams play for prizes and bragging rites.

The terms for the tournament follow: Wednesday through Friday contestants play, and for every game they win until they lose or leave the booth, they get their name thrown into a drawing that takes place at 4:30 every day. If they are at the booth to defend their place at that time they play a run off game or games until a cut off time of 5:15 and if they win the final run off game they get a \$500 gift card to be used anytime from the Gramicci web site.. They can compete every day and night if their name gets drawn at 4:30. Beer will be served both keg and premium in the evenings starting at 4:00 pm.

***The New Old School Gramicci Fall product can be seen at the Winter Outdoor Retailer Show in Salt Lake City at the Salt Palace Convention Center, Booth #9001.***

## About Gramicci

Gramicci, considered the ‘soul brand’ of the outdoor industry, is first associated with the iconic climbing styles of the G-climbing pant and short over 27 years ago. In recent years, the company has evolved into a nature-inspired, sustainably produced, lifestyle apparel brand. Over 60% of the Gramicci product is made of all organic

or blends of organic and recycled materials. Advanced organic natural fiber technologies have been added to Gramicci’s famous engineered “freedom of movement” comfort design, and signature “perfectly imperfect” worn and weathered fabric and garment finishes. For more information, visit: [www.gramicci.com](http://www.gramicci.com).

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