

---

## N.A.D.A. – NOT ANY DYE APPLIED

---

### Less Really Is More.

For Fall 2009, Merrell began a quest to create a waterproof/breathable shell with all the same technical performance as its richly colored siblings, but without the toxic footprint that the fabric-dyeing process used in garment construction leaves behind.

*The result – N.A.D.A. – Not Any Dye Applied.*

### Pure Performance. Reduced Impact.

N.A.D.A. reduces the impact of chemical fabric dyes used for aesthetics- not function. What's left is a pure, dye-free, waterproof/breathable shell with every bit of technical performance and not a bit of dye in any of its fabric or trims.

### One N.A.D.A. Women's Small Jacket Saves:

- 1.6 kilograms (kg) of carbon dioxide
- 115.2 liters of water
- 0.18 kg of chemicals
- 2.47 kilowatt-hours of energy

*Now You Can Explore the Planet While Doing Your Part To Protect It.*

**nada**  
NOT ANY DYE APPLIED



Women's Nanuk

Men's Cirque

  opti-warm™


  opti-shell™


## N.A.D.A. – NOT ANY DYE APPLIED FABRIC COLORWAY

### Good For the Environment. Good For You.

Continuing our commitment to reducing the environmental impacts from the use of chemical dyes for fabric color, Merrell Apparel expands N.A.D.A. to 15 styles for Spring 2010. Our N.A.D.A. colorway replaces white, using dye-free fabric to bring styles with reduced impact and pure performance.

### Compared to a traditionally dyed garment, these un-dyed pieces use:

 60% less water

 48% less energy

 63% less chemicals

All the technical performance and function – N.A.D.A. un-dyed fabric.

*Explore the Planet While Doing Your Part To Protect It.*

**nada**  
NOT ANY DYE APPLIED

