

## The new ASCENTEC ONE - NEUALP's first Performance Jacket

Designed with performance in mind using innovative PrimaLoft® ThermoPlume® Insulation and Body Mapping Technology.



**Plauen, Oct 26, 2018 ([Issuewire.com](http://Issuewire.com))** - NEUALP enters into the outdoor apparel market with the ASCENTEC ONE - Alpine Performance Jacket. [NEUALP](http://NEUALP), a new startup from Plauen Germany, released its' first outdoor jacket and product on [Kickstarter](http://Kickstarter) this past week. Established in 2017 by Sascha Eichelkraut, NEUALP's focus is on providing quality professional outdoor gear, using only the best materials and designs. Uniquely situated in the Vogtland, NEUALP has access to some of the oldest climbing areas in the Steinicht Valley of the Elster River. This unique valley has dozens of stone formations that allow for a range of climbing difficulty and style. Sascha understands the unique situation of Steinicht and NEUALP, "Steinicht offers us the best testing environment, with a range of difficulties and rock formations. It allows us to test our jacket in all situations. Further south in Schöneck, we can also test our jacket in a variety of skiing and winter sports as well."

NEUALP's new ASCENTEC ONE features a unique combination of PrimaLoft® ThermoPlume® Insulation and Body Mapping Technology, as well as custom-made durable NEXOSHELL fabric. With climbers and outdoor enthusiasts in mind, the ASCENTEC ONE provides alpine athletes maximum flexibility and insulation during all activities, from alpine climbing to trekking. To provide thermal stability during these activities, the ASCENTEC ONE's advanced nano-baffles under the arms allow for quick

