



Rbk EDGE Uniform System™

FREQUENTLY ASKED QUESTIONS:

Q: Why change the NHL uniform?

A: The NHL and Reebok embarked on a journey of more than two years to update the NHL uniform for two main reasons – to enhance player performance and increase player protection and safety. Advancements have been made to equipment, rules and venues over the past 20 years, but the NHL uniform has stayed relatively the same. Using improved materials that are more breathable, more resistant to water absorption and offer a greater range of motion, the NHL and Reebok have worked together to develop a new uniform system that better complements today's game.

Q: How valid and thorough was the research behind this new project?

A: Unprecedented testing was executed by the Reebok research & development teams as well as experts at both the Massachusetts Institute of Technology (wind tunnel analysis) and Central Michigan University (thermal regulation analysis). More than two years of extensive research, development and testing were performed on the new Rbk EDGE Uniform System with player performance and safety at the forefront of the project. Testing started in labs and progressed through various wear-test groups and most importantly Reebok worked directly with the NHL and NHLPA to ensure players' feedback was incorporated.

Q: What are the new materials being used in the Rbk EDGE Uniform?

A: The new Rbk EDGE Jersey consists of four unique fabrics which will help keep players lighter, drier and better protected while also maintaining durability. These materials include: **stretch mesh**, which provides ventilation and greater range of motion; **4Way Stretch Pique**, featuring Rbk's Bead Away™ water repellent technology; **X-trafil**, which provides durability; and a stretch fabric in the collar featuring Reebok's innovative **PlayDry™** moisture management technology to maximize comfort and breathability.

Q: What technologies have been incorporated into this new RBK EDGE Uniform?

A: Two of Reebok's moisture management systems have been incorporated into the new uniform system to make the uniform lighter. First, Reebok's proprietary **PlayDry™** technology was incorporated to move moisture and accelerate evaporation. Then a brand new innovation was developed specifically to address the needs of the hockey player: Reebok's **Bead Away™** water repellency system. Current uniforms absorb moisture from water bottles, sweat and ice, Bead Away technology resists them over the duration of the game.

Q: Just how much lighter and drier is new Rbk EDGE Uniform?

A: The integration of the Reebok **Bead Away™** and **PlayDry™** technologies work together to offer players a 14% reduction in pre-game jersey weight. This equates to over a game puck of weight removed from the current jersey and sock, enabling players to stay stronger and faster. Rbk Play Dry wicks moisture away from the skin and the Rbk Bead Away water-repellent technology provides a drier uniform by retaining up to 76% less moisture throughout the game.

Q: How durable is the new Rbk EDGE Uniform?

A: The new Rbk EDGE Uniform is much more long-lasting than current NHL uniforms. Lab tests have shown that the new technologically-advanced materials will extend the life of the jersey- now lasting almost twice as long as that of the current uniform.

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Q: Can a new uniform really make a player faster?

A: After extensive testing with experts at MIT (Massachusetts Institute of Technology), wind tunnel results revealed the new RBK EDGE uniform generated 9% less drag than the current uniform. These results were dramatically better than those from aerodynamic tests MIT had done for other sports. Improvements from tests on other sports resulted in only a 2-3% increase, at best, over current systems.

Q: How will this new uniform system increase protection for players?

A: Player safety was at the forefront of the design process for the new Rbk EDGE Uniform System. The entire system was created with an anatomical fit to integrate better with players' shoulder and elbow padding, core protectors and shin guards. This design allows for an increased freedom of movement which provides for a better range of motion for the player. In addition, strenuous impact tests executed on the new core protector, which incorporates Reebok's new JDP™ technology, resulted in 61% increased hip protection over current hockey pants.

Q: How do all of these improvements translate into better performance?

A: The various testing that lasted more than two years resulted in a new uniform system that keeps players lighter and provides for a greater range of motion. The outcome of all of the technological improvements made to the uniform will translate to an overall reduction in energy loss. This ultimately allows for players to remain at a higher performance level throughout the game.

Q: Did the NHL and Reebok seek input from NHL players, the NHL Players' Association (NHLPA) and General Managers? If so, what kind of feedback was received?

A: Players' input was a key component of the development of this new uniform system from the very early stages. In 2003, Reebok and the NHL had initial discussions to bring Reebok's expertise in uniform design to the NHL with an overall goal of creating a new uniform that would increase player performance and protection. Over the course of the next year, new uniform concepts were presented to NHL General Managers and the NHLPA. Prototypes were developed and refined by Reebok and by the summer of 2006 the project was approved by the NHLPA and Board of Governors. On-ice testing sessions with NHL and minor-league players continued during team practices through the 2006-07 season and constant modifications were made based on player feedback. Many NHL players have been supportive of Reebok's modifications to the NHL uniform system and have responded positively to the safety and performance improvements that the new Rbk EDGE Uniform System provides.

Q: Will the introduction of this system affect other levels of hockey, including the minor leagues, college hockey and grassroots hockey?

A: The introduction of the Rbk EDGE Uniform System to the NHL will set the new standard for excellence for the premier hockey player. Serious hockey players will come to expect the quality that Reebok provides with this system as crucial to the success of their performance on the ice. After all 30 NHL teams have worn the new uniform throughout the 2007-08 season, the RBK EDGE Uniform will be offered to all other levels of hockey.