

ilasco
by **KEELA**

Proud to design and manufacture clothing
for the Emergency Services

Ambulance Range

The background of the entire page is a dark, semi-transparent image of the interior of a van. Two seats are visible, facing each other, with various pieces of equipment and gear stored around them. The lighting is dim, creating a professional and focused atmosphere.

“

What do you want in high performance clothing?

Setting up the company some thirty years ago, this was the question I asked myself. I wanted to be different, to find new solutions to old problems, to deliver the best products possible using the most modern techniques available. We did this then. We do this now. We will do this tomorrow

Our watchwords remain:
Innovation. Quality. Technology.

”

Rube - Managing Director and Founder of Keela



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View our full range here:



While out on call staff need to be able to focus on the task at hand without distractions. We're dedicated to designing and manufacturing garments which will work with the body to ensure total protection and comfort.

With the variety of situations that can be encountered, we have developed a full range of garments designed to ensure comfort. From waterproof jackets to hard wearing trousers, we can offer a full range of performance clothing to help teams save lives.



Committed to Quality & Innovation for Over 30 Years

Who We Are

At Ilasco we are a 100% wholly owned manufacturer based in Britain, who have worked with the emergency services sector for over 30 years providing our specialist protective solutions to ensure you can focus on the job at hand without interruption.

We are uniquely placed to provide top-to-toe solutions for a variety of specialisations.

As a vertically integrated company we have full control over our manufacture and have access to a range of expertise; meaning our garments are reliable, innovative and produced to fit your requirements.

What We Do

Using our knowledge of the emergency services industry we have created multiple garment ranges ideally suited for Police, Fire, Ambulance, Rescue, Military and more.

Each of these ranges has been designed to tackle the individual problems each of these services face; from ensuring flexibility for ease of movement to providing the ultimate protection from the elements.

As well as our specialised ranges we also offer a bespoke customisation service, allowing both for existing garments from our range to be altered and, if required, for an entirely new garment to be created for your unique needs.

Why We Do It

We believe that when undertaking challenging jobs in difficult conditions, you should be able to focus fully on the task at hand and not be hindered by PPE which is not fit for purpose.

Using our expertise and approach to innovation we aim to create garments which can be relied on to perform everywhere; whether you're waiting for the call or out in an emergency situation.

Can't find a standard garment that meets your requirements? At Ilasco we pride ourselves on making uniform procurement easy, we take your requirements and provide you with innovative solutions – contact our team and allow us to turn your specification into the perfect kit.

sales@keela.co.uk | ilasco.co.uk | +44(0)1592 777000

We've become known for pushing the boundaries of innovation, with our range of testing machinery and skilled teams of machinists, designers and engineers.

Over 2020/21, our **UK Manufacturing** site expanded as we committed to the production of over 750,000 gowns to hardworking NHS staff. In 2022, we felt very proud to receive a UK Government Early Day Motion for our Covid efforts, along with a Civic Award.

Over the decades, we have always been keen to support staff with disabilities and disadvantages- finding what people are great at and supporting individuals to improve their skills is important to us. In 2022, we decided to make this official, and we are thrilled to be recognised as a **Supported Business** by BASE, which means that over 30% of our UK manufacturing workforce have a disability or a disadvantage.

More recently, we were thrilled to be awarded for our **Legacy Project**, which includes 7 areas which can increase the lifespan of your kit through ways such as repairing, recycling and repurposing. The Legacy Project is the latest outcome of our long-term commitment to UK manufacturing, sustainability and protection of the environment, which we've been embracing for over three decades.

Read more about our Legacy Project on page 30



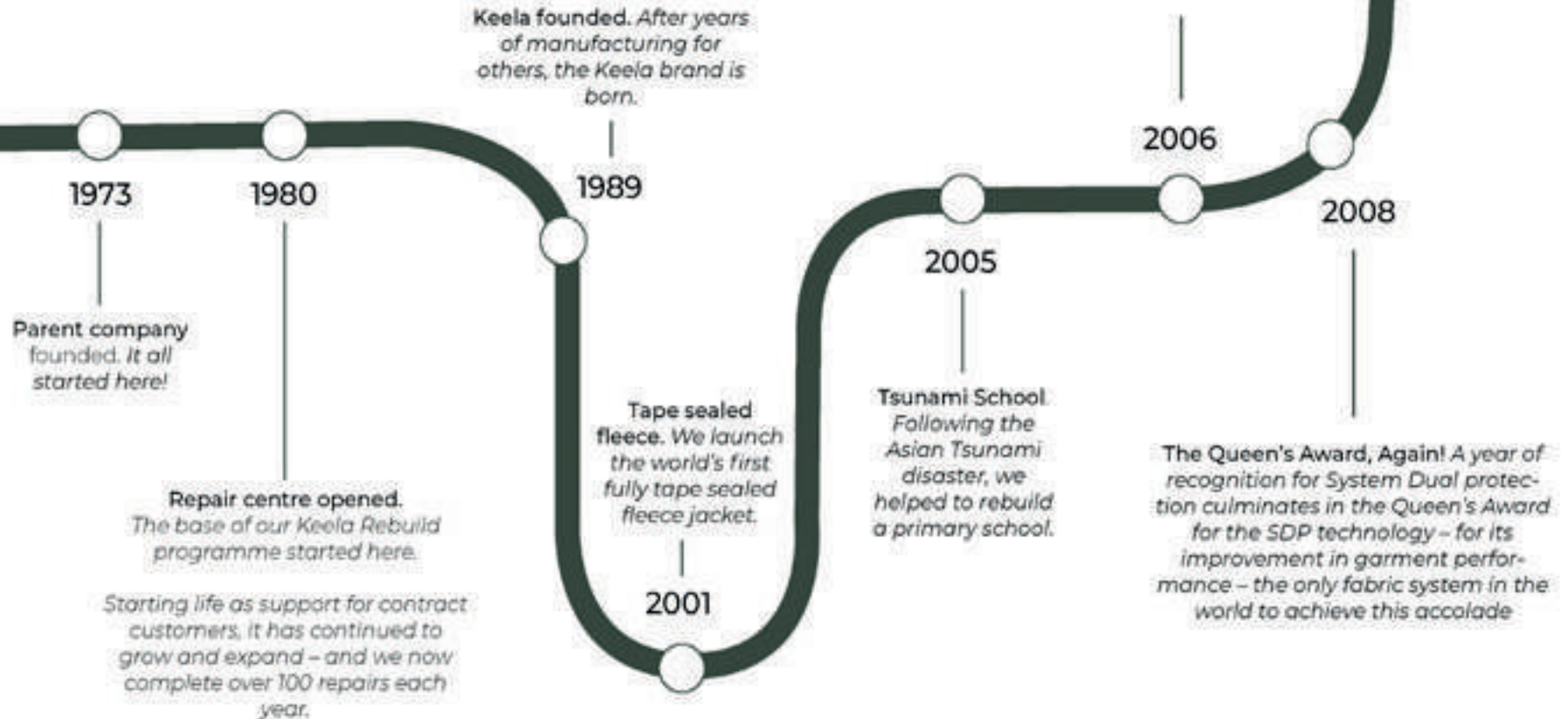


How Keela Was Made

Trusted by Professionals for over 30 years.

Keela was founded on the East Coast of Scotland, the perfect place to innovate and test garments for the changeable British weather. With our HQ located in Glenrothes, we continue to provide UK-led designs.

We appreciate the continued support of our Keela family – which has meant that in an era of third-party manufacturing, we can continue to provide our garments in an ethical and sustainable manner.



Recycling Scheme Launched.
This allows our contract customers to securely recycle their used garments – avoiding bagged items going to landfill.

2011

2014

We Launch our 5 R's programme. *Aiming to improve credentials throughout our manufacturing process.*

We also sign up to various initiatives aimed at improving sustainability.

Invested heavily in a £1M refurbishment program *to ensure our premises are more energy efficient and less wasteful. From energy efficient machinery and technology to insulation and green energy. This is one of our biggest investments to date!*

UK Government Early Day Motion for Covid efforts.
Awarded Civic Award from Fife Council and Finalist for Family Small Business.

UK Manufacturing. *Facilities originally used to make gowns are kept and we begin UK manufacture of a range of new limited-edition products.*

New designs are being worked on every day!

Legacy Project Launched. *As part of our commitment to UK manufacturing and sustainability, we are very pleased to announce the latest addition to our journey – The Legacy Project.*

Taking it one step further, we have identified 7 areas where we can save garments from the dreaded landfill heap.

2020

2021

2022

2022

2023

NHS Gowns. *Our UK manufacturing was expanded as we committed to the production of gowns and PPE for the NHS during the pandemic.*

Producing over 750k gowns in Scotland.

Recognised as a Supported Business *by BASE, the national voice for providers of specialist employment support, work to improve the employment rates of disabled people.*



HART Ambulance Munro Jacket 81000

Specifically designed for emergency services personnel, the Ambulance Munro jacket will keep you warm and dry while responding to callouts.

Featuring Velcro on the upper sleeve and hideaway attachment points in the chest pockets for insignia attachment, the Ambulance Munro provides the ultimate wind and water protection.

FEATURES

- Waterproof and windproof
- Highly breathable / wickable
- Condensation control
- Attached rollaway hood with wired peak
- One handed drawcord mechanism volume adjuster
- One handed drawcord neck baffle
- Inner removable snow skirt
- Reinforced shoulder panels
- Scooped back
- Underarm zipped ventilation with double stormflaps
- Pivot action sleeve
- Concealed zipped back pocket for badge
- Shock cord with cord locks at hood, waist and hem
- Chin guard
- Concealed OS map security pocket
- Two zipped chest pockets with double stormflaps
- Two lower handwarmer zipped pockets, with stormflaps
- Two way front zipper with double stormflap, Velcro closure and concealed snaps
- Velcro and elasticated adjustable cuffs
- Mobile phone pocket
- Velcro on upper arm for insignia attachment



Waterproof



Windproof



Condensation Control



Breathable



Pockets

FABRIC: Innovation 5

LINING: ADS Laminate

SIZES: XS - 3XL



Read more about System Dual Protection on page 9

Customisable - MOQ's may apply

Concealed pullout hideaway NHS Ambulance Service badge supplied with official NHS purchase orders



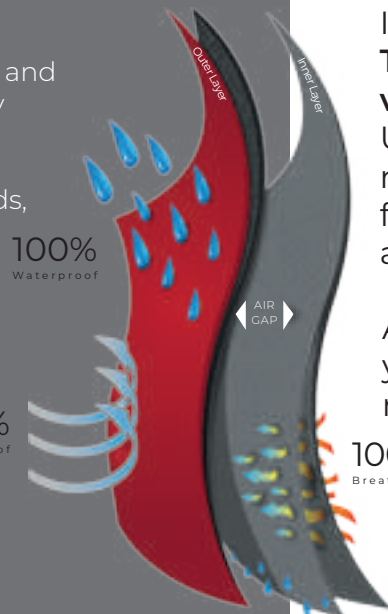
How does our SDP system work?

The simple, no-technical explanation is that our system is waterproof and breathable, so it keeps you warm, dry and comfortable. If you're looking for the technical reasons, buckle up – here we go.

We use an outer layer and an inner layer, with an air gap in between that helps retain heat. The outer layer is breathable, the inner layer is highly wicking, which draws moisture away from your skin and into the air gap.

The combination of the air gap and wicking process regulates body temperature, minimising overheating when active and shivering during inactive periods, keeping you comfortable and safe.

It's a technology that we're justifiably proud of. And winning The Queen's Award for Enterprise: Innovation only goes to underline its importance for so many of these users across the world.



The world's only waterproof performance clothing technology that manages inner condensation in wet and cold conditions.

We're proud of the achievements of our System Dual Protection (SDP). It's the world's only waterproof performance clothing technology that manages inner condensation in wet and cold conditions. Which means it's the fabric you want next to your body when you're caught in a downpour.

It's such a good product that we received **The Queens Award for Enterprise: Innovation** in 2008. This award is one of the UK's most prestigious awards that recognises outstanding achievement in the field of international trade, innovation and sustainable development.

All these accolades mean just one thing: you can stay out for longer and remain more comfortable when you're wearing as good at keeping you dry from external elements while also keeping you dry by wicking perspiration away from your body.

“

System Dual Protection is more than just another fancy fabric brand. It's the only performance fabric in the world to be awarded a Queen's Award for Innovation and to be highly commended by the Home Office Scientific Development Branch.

”



Women's HART Ambulance Munro Jacket 80940

Specifically designed for emergency services personnel, the Ambulance Munro jacket will keep you warm and dry while responding to callouts, now available in a Women's fit.

Featuring Velcro on the upper sleeve and hideaway attachment points in the chest pockets for insignia attachment.

FEATURES

- Waterproof and windproof
- Highly breathable / wickable
- Condensation control
- Attached rollaway hood with wired peak
- One handed drawcord mechanism volume adjuster
- One handed drawcord neck baffle
- Inner removable snow skirt
- Reinforced shoulder panels
- Scooped back
- Underarm zipped ventilation with double stormflaps
- Pivot action sleeve
- Concealed zipped back pocket for badge
- Shock cord with cord locks at hood, waist and hem
- Chin guard
- Concealed OS map security pocket
- Two zipped chest pockets with double stormflaps
- Two lower handwarmer zipped pockets, with stormflaps
- Two way front zipper with double stormflap, Velcro closure and concealed snaps
- Velcro and elasticated adjustable cuffs
- Mobile phone pocket
- Velcro on upper arm for insignia attachment



Waterproof



Windproof



Condensation Control



Breathable



Pockets

FABRIC: Innovation 5

LINING: ADS Laminate

SIZES: s8 - s18



Read more about System Dual Protection on page

Restricted to official NHS Trust orders only



HART Genesis Waterproof Fleece 81010

Offering wind and water protection, the HART Genesis is constructed using our Innovation XL lining system and non-pill Zetland 100 fleece fabric. It is reinforced with rip-stop panels at the shoulders and elbows for added protection and has two lower zipped pockets for secure storage of items.

The HART Genesis has radio docket and Velcro on the chest and arms to allow for the attachment of insignia.

FEATURES

- Waterproof, windproof and breathable
- Fully tape sealed lining
- Condensation control
- Reinforced ripstop shoulder and elbow panels
- Active fit
- Action pivot elbow
- Adjustable neck baffle
- Shockcords with locks at hem
- Radio docket on chest
- Epaulette loops on shoulders
- Velcro patches on chest and upper arm for insignia attachments
- Two lower zipped handwarmer pockets

Women's fit in development - coming soon



Waterproof



Windproof



Condensation
Control



Breathable



Pockets

FABRIC: Zetland 100
LINING: Innovation XL
SIZES: XS - 3XL



Customisable - MOQ's may apply



HART USAR Trousers 80850

The HART USAR Over Trousers were developed to compliment the HART Munro Jacket, forming a complete high performance waterproof system.

They have a tough textured outer and are fully waterproof and breathable. With side through-access pockets, the over trousers offer easy access to garments worn beneath, as well as leg zips with stormflaps and reinforced knees for extra protection on rough terrain.

FEATURES

- Waterproof, windproof and breathable fabric
- Fully tape sealed lining
- Fully elasticated waistband, belt and brace loops
- High waisted with wide belt loops for comfort and security
- Action reinforced knee for comfort
- 2 Front access pockets with snap closure
- Side zips with storm flap on both legs for boot access with snap closure
- Reflective tape at lower leg for visibility

FABRIC: Innovation 5

SIZES: XS - 3XL (short, regular, long)



Waterproof



Windproof



Breathable

Customisable - MOQ's may apply



HART Scuffer Trousers

80950

The HART Scuffer trousers are a hard wearing technical garment constructed using the four-way Stretch-Tec Advance fabric with built in ripstop for durability and comfort.

Extremely wind, water and dirt resistant due to the tight yarn and DWR finish, the trousers have articulated knees for ease of movement.

FEATURES

- Wind resistant and water repellent
- Quick-dry 4 way stretch fabric
- Highly breathable and wickable
- Two zipped side pockets with security pocket within pocket
- Zipped front fly with snap fastening on waistband
- Belted waist with belt loops
- Reinforced seat area
- Ankle zips with storm flap
- Velcro at hem for easy adjustment
- Rear pocket
- Articulated knees
- Pen pocket on right leg
- Two cargo pockets with Velcro stormflap
- Ambulance embroidery to LH leg - plain version also available (SKU 80952)



Water
Repellent



Windproof



Stretch



Quick Dry

FABRIC: Stretch-Tec Advance
SIZES: XS - 3XL (short, regular, long)



Customisable - MOQ's may apply



Plain Women's HART Scuffer Trousers 80810

The HART Scuffer trousers are a hard wearing technical garment constructed using the four-way Stretch-Tec Advance fabric with built in ripstop for durability and comfort. Extremely wind, water and dirt resistant due to the tight yarn and DWR finish.

Designed in a flattering ladies fit, the HART Scuffer trousers have two zipped hip pockets, along with a zipped back pocket and side ventilation zips.

FEATURES

- Slim fit trouser
- Wind resistant and water repellent
- Quick-dry 4 way stretch fabric
- Highly breathable and wickable
- Two zipped hip pockets with extra inner security pocket on wearers left side
- Zipped front fly with 2 snap fastenings on waistband
- Belted waist with belt loops
- One back pocket with invisible zip
- Side leg ventilation
- Zip and hook and loop tab at ankle for adjusting

FABRIC: Innovation 5

SIZES: s8 - s20 (short, regular, long)



Water
Repellent



Windproof



Stretch



Quick Dry

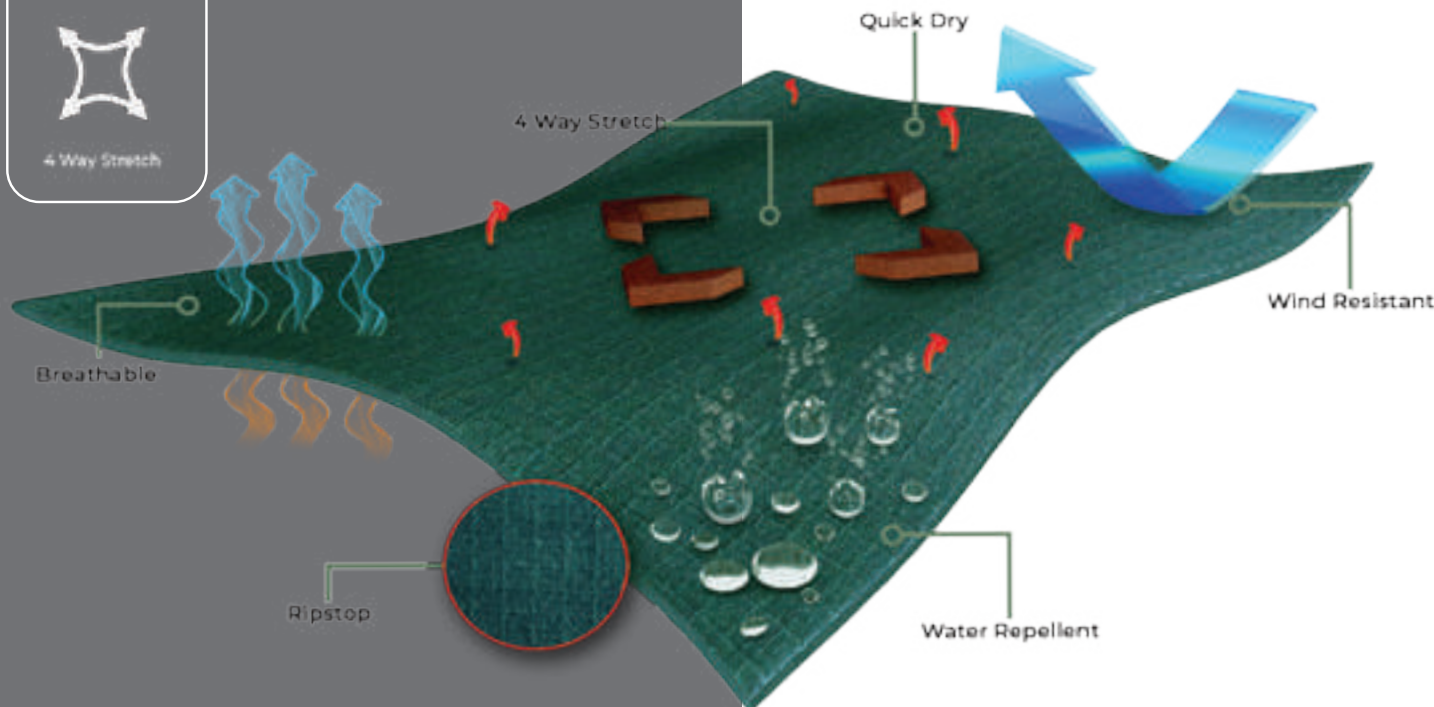
Customisable - MOQ's may apply



STRETCH-TEC ADVANCE

Our Stretch-Tec fabrics are sourced for comfort and durability using superior yarns.

The fabrics are easy care and the quick drying with breathable properties. Stretch-Tec Advance adds water repellency and wind resistance as well as a ripstop weave for added durability, ideal for the Emergency Services sector.



Tried & Tested

Since 1979 we've designed and refined ways to make better kit to face the elements. We started making clothing for local mountain rescue teams to protect them from the harsh Scottish winters. By working with those who wear Keela gear, we've pushed the boundaries of fabric technology and manufacturing.

We've done this to make sure our range is as weatherproof, durable and functional as it's possible to be. That's why you'll find our gear worn by mountain rescue teams, expeditions, explorers, ambulance trusts, police units and hundreds of other organisations and outdoor professionals around the world.



SWAST HART Combat Trousers 80960

Made to SWAST HART's specific requirements, to keep them comfortable in a very demanding role, these heavy duty ultra-technical combat trousers are packed with innovative, useful features such as an extended concertina stretch fabric panel at the back waistband, scissor, pen and note pad pockets, plenty of cargo pockets and much more.

FEATURES

- Belt loops on waist
- Slanted side hip pockets with D ring loops inside attached at top waist seam inner
- Darts at upper back
- Extended concertina stretch back panel
- Zip fly closure
- Cargo side pockets with full Velcro closure
- MIST card holder pockets on front leg with full Velcro closure
- Reinforced knee panels with Velcro opening at bottom & darted articulation pocket as worn
- Cargo pocket on lower leg with full Velcro closure
- Reinforced inner ankle
- Diamond gusset at crotch
- Scissor pocket inside right cargo pocket as worn with Velcro strap closure
- Pen & note pad pocket inside left cargo pocket as worn
- Pen pocket attached at side of MIST card pocket
- Removable padded insert inside knee



Easy Care



Breathable



Pockets

FABRIC: NYCO Ripstop with Cordura reinforced panel

SIZES: W28 - 44 (short, regular, long)

MOQ/lead time may apply

CORDURA

Customisable - MOQ's may apply



Ambulance CADS Polo Shirt 80900

A smart, high wicking layer that can be worn on its own or as a base layer.

The CADS polo shirt utilises a specially constructed yarn that rapidly draws moisture away from the body and disperses it over a larger surface area for fast evaporation. Carbon is also built into the fabric, neutralising smells and providing anti-microbial technology

FEATURES

- Anti-Microbial
- High wicking
- UV protection
- Quick drying
- Relaxed fit
- Button Collar
- Climate control
- Easy care
- Featuring epaulette and loops on shoulders, NHS crest embroidery on chest and 'Ambulance' to sleeve.

Plain version also available

FABRIC: CADS

SIZES: XS - 3XL



Quick Dry



Breathable



Easy Care

Customisable - MOQ's may apply

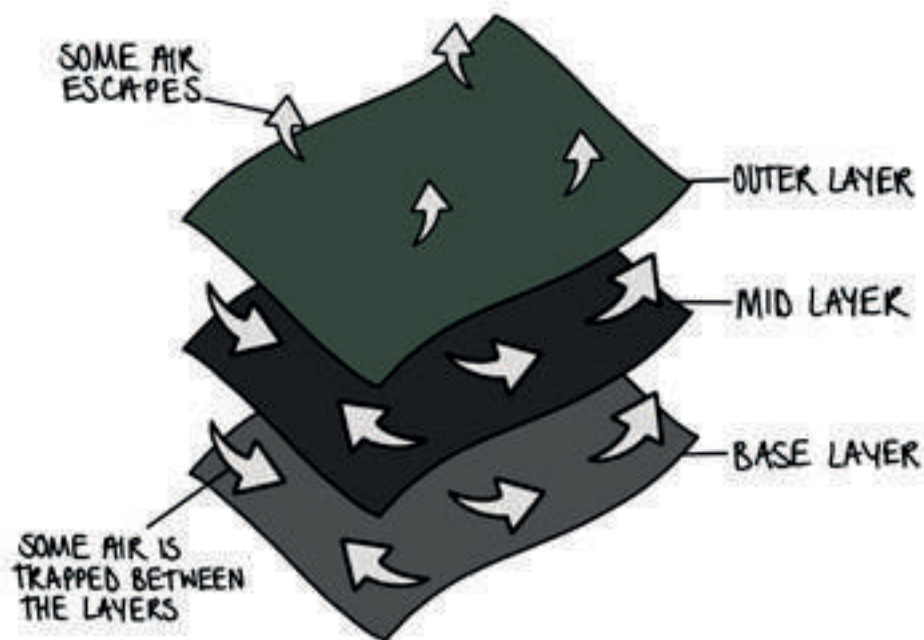


We've been working with the Emergency Services sector for over 30 years, and in that time have built up a collection of knowledge on what kit works best.

What is a layering system?

In the simplest terms, a layering system is using multiple items of clothing to keep you warm and dry, rather than one thick layer.

A standard layering system is made up of a **base layer**, **mid layer** and **outer layer**; although you can add additional layers or take them away as needed.



Why are multiple layers better than one?

The way your clothing keeps you warm is by trapping a layer of warm air between you and it, which then acts as insulation.

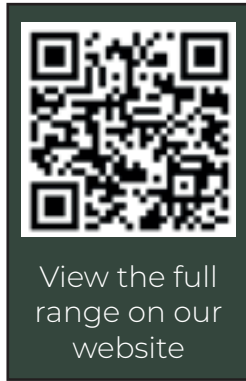
When you have more than one layer on this creates multiple air layers which trap the warm air, this provides efficient insulation as when the air escapes from your innermost air layer it then gets trapped at the next one instead of escaping straight out.

If you were to just wear one layer (even if this was your biggest, thickest jacket) that one air gap can't hold as much warm air, and doesn't provide as much of a barrier to stop the warm air escaping.



Mid & Base Layers

With such a range of situations that can be encountered, we have developed a full range of garments designed to ensure comfort; whether lots of warmth is required for working in cold conditions or good wicking properties to stay cool in warmer weather.



View the full range on our website



1. Men's Skye Pro Fleece (31260), also available in women's
2. Men's Micro Pulse Top (30040), also available in women's
3. Mocha Adv. Zip Top (30150, unisex)
4. Men's ADS T-shirt (21410)
5. Women's CADS Poloshirt (46280), also available in men's and in Ambulance Green
6. Men's Merino L/S Zip Neck Top (29100), also available in women's
7. Men's Merino L/S Round Neck Top (29105)
8. Women's Merino L/S Round Neck Top (49105)
9. Men's Merino Leggings (19040)
10. Women's Merino Leggings (49040)



ACCESSORIES



Pola Cap 60860



Combining our Rainlife 5000 outer fabric with a fleece lining, the Polacap offers complete water and wind protection.



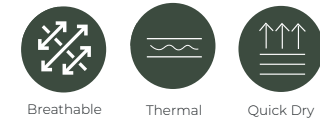
Sticky Gloves 65200



Stay warm without affecting your grip. These fleece-lined gloves have a grip palm to let you, well, grip things.



PrimaLoft® Expedition Socks 60250



The PrimaLoft® Silver and Merino Wool blend offers next to skin comfort along with antibacterial, enhanced warmth and performance, wicking moisture away from skin keeping feet dry and comfortable in any activity.



Merino Skull Cap
66055



Breathable Thermal Quick Dry

The Merino Skull Cap is lightweight with a classic cut fit which provides the wearer with the warmth and comfort needed in challenging cold weather.



Extreme Gloves
65210



Waterproof Breathable Thermal

Featuring Primaloft® insulation, the Keela Extreme Glove is a close fitting, flexible and well insulated waterproof glove designed to keep you warm and dry during any activity.

We can also source products for you out with our range, such as Tactical Boots.

Please get in touch with our sales team for more information on what we can source for your requirements.

Account manager:
Kylie Fairgrieve
e: kylie@keela.co.uk
sales@keela.co.uk
t: 01592 777018 (DDI)
01592 777000

Field sales manager:
Alan Walker
e: alanwalker@keela.co.uk
t: +44(0)7802 553 783

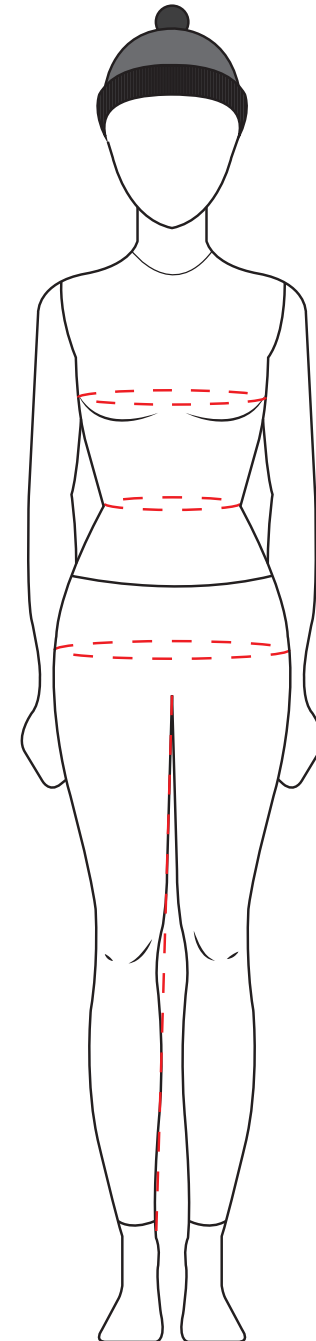


Female Size Chart

FEMALE UPPER BODY MEASUREMENT CHART								
UK SIZE (TO FIT)		8	10	12	14	16	18	20
EU SIZE (TO FIT)		36	38	40	42	44	46	48
CHEST	INCHES	32	34	36	38	40	42	44
	CM	81	86	91	96	102	107	112
WAIST	INCHES	26	28	30	32	34	36.5	41
	CM	66	71	76	81	86	93	104
HIP	INCHES	34	36	38	40	42	44	46
	CM	86	91	96	101	107	112	117

FEMALE LOWER BODY MEASUREMENT CHART								
UK SIZE (TO FIT)		8	10	12	14	16	18	20
EU SIZE (TO FIT)		36	38	40	42	44	46	48
WAIST	INCHES	25	27	29	31	33	35	37
	CM	63	68	74	78	84	89	94
INSIDE LEG	SHORT	29"						
	REGULAR	31"						
	LONG	33"						

* Maternity Clothing - If you require maternity uniform please contact us to discuss options

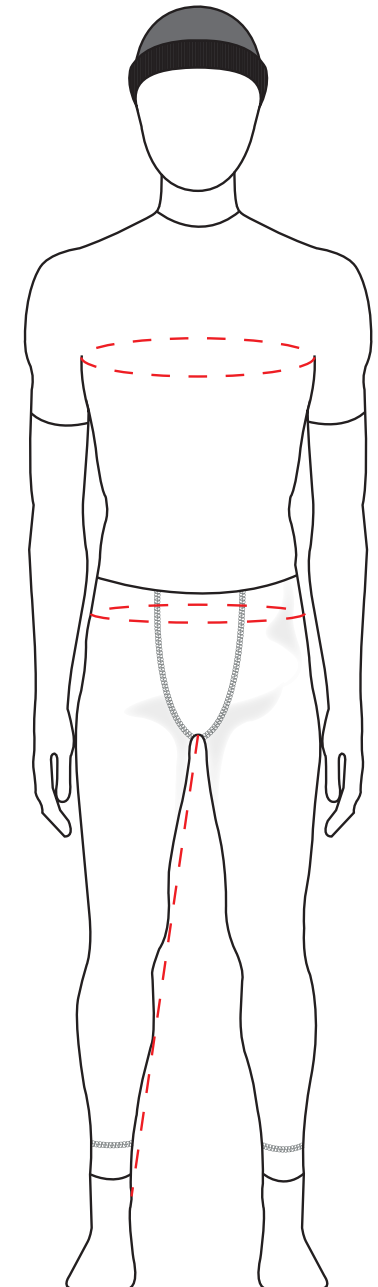




Male Size Chart

MALE UPPER BODY MEASUREMENT CHART									
UK SIZE (TO FIT)		XXS	XS	S	M	L	XL	2XL	3XL
CHEST	INCHES	30-32	33-35	36-38	39-41	42-44	45-47	48-50	51-53
	CM	76-82	83-90	91-97	98-105	106-112	113-120	121-128	129-135
HIP	INCHES	29-31	32-34	35-37	38-40	41-43	44-46	47-49	50-52
	CM	74-79	80-87	88-95	96-102	103-110	111-118	119-125	126-133

MALE LOWER BODY MEASUREMENT CHART										
UK SIZE (TO FIT)		28	30	32	34	36	38	40	42	44
		XXS	XS	S	M	L	XL	2XL	3XL	4XL
WAIST	INCHES	28	30	32	34	36	38	40	42	44
	CM	71	76	81	86	91	96	102	107	112
INSIDE LEG	SHORT	29"								
	REGULAR	32"								
	LONG	34"								





Manufacturing, Sourcing & Customisation

If required, we are well-equipped to facilitate alterations to existing garments within our range at our UK factory. We also have the capability to design and manufacture entirely new garments tailored to your specific requirements. (MOQs may be applicable)

In conjunction with our existing Ambulance and Keela range, we are pleased to extend our services to externally source any supplementary products, allowing you to get the most out of working with Keela.

Backed by our extensive industry experience, we have dedicated teams of designers, manufacturing specialists, and experts in Research & Development. This collective wealth of knowledge empowers us to deliver an end-to-end service, spanning from the initial design phase to the eventual manufacturing of the finished product.

We offer a full range of in-house facilities, including:

- Research & Development
- Design and pattern making
- Development sampling
- Special measure service
- Manufacturing - small or large runs

Our team of highly skilled experts have knowledge honed through decades of garment innovation, design and manufacture.

AMBULANCE





A holistic approach to your requirements

We have the technology, know-how and capability to meet your customisation, branding and bespoke requirements, with efficient turnaround times.



CRAFTSMANSHIP



UK MANUFACTURING FACILITIES



TESTING LABORATORY



R & D FACILITIES



TECHNICAL DESIGN SUPPORT



QUALITY ASSURED



Our customisation service allows our standard garments to be altered, allowing for even greater flexibility and a garment which fits your every requirement. We offer a variety of different methods to bespoke, brand and customise your garments:

WATERPROOF EMBROIDERY

Our technical expertise and use of seam-sealing tape means even after embroidery waterproof garments will remain fully waterproof

BADGING

This includes a range of sizes and shapes, as well as reflective badges.

VELCRO REMOVABLE BADGES AND IDENTITY HOLDERS

We can provide badges with Velcro backing and can also add Velcro patches to garments

CONCEALED PULL-OUT IDENTIFICATION

More commonly used in security applications, we can provide concealed pull-out identification options for your garments.

RADIO DOCKETS AND LOOPS

- TFC (Thread Free Construction) methods
- Improved cosmetic appearance
- Robust performance
- Can provide softer radio loops – suitable for use where comfort may be compromised

REFLECTIVE TAPE

- Able to sew or bond on the full range of 3M or reflective tapes to our garments

OTHER ADDITIONS

- Epaulettes
- Pockets - variety of small & large, internal & external

Please note, some Ambulance bespoke work is restricted to official NHS Trust orders only

To help us keep track of what we're doing, we keep an eye on the leaves, the branches, and the trees:



Green Stuff

We're committed to improving our sustainability and reducing our impact on the environment in all areas – we think it's important to look to real commitment and changes and avoid just 'greenwashing' – as part of this we're also committed to helping you reduce your impacts, without you even needing to think about it!

We are not here to preach to you – we believe this is a journey we take together.

As a technical outdoor manufacturer, we have always been invested in ensuring we look after the planet's resources wisely. It's been the cornerstone of our DNA to ensure that we manufacture durable technical clothing responsibly and without breaking your bank balance.

That's why for over 40 years we have had our 'Clothing Hospital', a repair centre here in Glenrothes, Fife. Making products last longer and offering a repair service to prolong garments is a key factor of what we do.

But can we do better? Of course! We can all do better.

It's by working together that we can make a difference – even a small change made by many people can add up to a big impact. So this can include things like washing items less or at a lower temperature (which we are encouraging through changes in our care guidance) – as well as items we look at as a company, such as ensuring all of our designs are robust and can last a lifetime of adventures!

So how do we go about this? Trying to do the right thing is not always easy.

We, like others, take a measured approach using our 5 R's as our guidelines to help our team and our suppliers work towards a greener and more sustainable future without 'greenwashing'.





Keeping it Real *The road to sustainability is a long one, but we're constantly looking to improve, and as part of our approach we follow the "5 R's".*

Reduce

We are working to reduce waste wherever we possibly can. Whether that is by reducing our clothing pattern fabric consumption, the reduction of packaging or limiting travel abroad.

Rebuild

Since the 80's we've had our Keela Rebuild repair programme, allowing well-loved clothing to be given a new lease of life, meaning they can be enjoyed for longer. A small tear can be enough to put a jacket to landfill, but a small repair can mean that jacket can carry on for years more.

Recycle

Recycling is one of the easiest things we can do as a company. Where possible we recycle what we can, ensuring all areas of our workplace have recycling points; we also use recyclable packaging, and are looking to increase our use of recycled materials.

Respect

At the basis of what we do, we ensure we have respect for all around us. A respect for the planetour resources, our team and our customers. We aim to do as much as we can, from restoring local walking paths to ensuring our supply chain is ethical and sustainable.

React

The world of outdoor-wear is constantly changing, and we want to make sure we can be reactive to this. As more innovative fabrics and components come out, our team explore whether these could be an appropriate and more sustainable alternative for our products. Whether we are moving away from harmful chemicals, or moving towards ethical alternatives in materials, we're always looking to improve.

As part of our commitment to UK manufacturing and sustainability, we are very pleased to announce the latest addition to our journey – The Legacy Project.

Taking it one step further, we have identified 7 areas where we can save garments from the dreaded landfill heap, read more on page 30 or on our website:



WHAT IF?

What if we repurposed our old bits of kit? What if we passed on rather than disposed of? What if we washed less and wore more? What if we mended and made do? What if we aspired to zero waste?

For over 40 years in our Keela hospital we have brought garments back from the brink of destruction. Stitching, patching, sealing, bonding and everything else we can think of – all to reunite prized possessions with their owners, so they can keep exploring for years to come. As part of our commitment to UK manufacturing and sustainability, we are very pleased to announce the latest addition to our journey – The Legacy Project. Taking it one step further, we have identified 7 areas where we can save garments from the dreaded landfill heap.

We're known for pushing the boundaries – and part of the way we do this, is by letting our designers try all sorts of different concepts!

Sometimes it's a design for a whole new style, other times we test new fabric, trims and methods of manufacture.

Whatever we discover, although not every idea is adopted into our range, it does mean there are lots of



We admit it – sometimes we can be real hoarders. For every product we create, we hold a 'gold seal' sample – which we use to make sure we produce the same high-quality time and time again. But as we discontinue items, where do these gold seals go? Why, we package them up and hide them in our design room of course!



But we think they deserve a better life, out on the hills where they belong – so our Archive collection is your chance to get your hands on some of our older, classic designs.

If you've had a jacket for 5, 10, 20 years (or even longer!) it can be difficult to give it up. When your item hits the end of its life and just can't be resurrected, that's where 'Second Life' comes in to play. You send the item back to us, and our team take what fabric they can from it, and turn it into something new.

Just imagine your old waterproof jacket enjoying a second life as a gym bag for carrying your other kit! If you fancy trying your hand at remaking your items at home, you can get some ideas and guidance on our website!

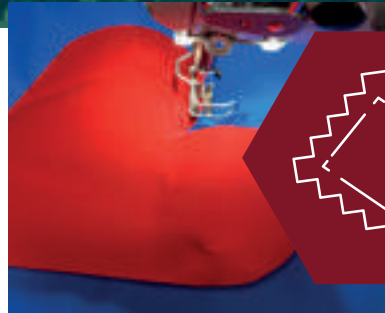


A culmination of our work in 2022, the Legacy Project has been developed to expand our ethos of keeping outdoor kit going for as long as possible, and to encourage the Keela customer to join us on our journey towards reusing, repairing and ultimately, zero waste.

To read more about the project, scan the QR code.



Legacy Project



CLOTHING HOSPITAL

We have run our clothing hospital since the 1980's! Although good care can keep your kit working well for longer, there's always going to be times where you just can't avoid something going wrong.

If you find your trusty trousers or favourite jacket has a rip, tear or other malady – our team will do their best to repair it so you can go on enjoying the outdoors – so don't despair, just contact us and our team will walk you through the repairs process!

As a company we sometimes end up with a few rolls of fabric sitting waiting to be used for various different reasons. These rolls are usually enough to make 20-50 items, and we think it would be a tragedy for them to sit and gather dust, so we have committed to using these wherever possible. In some cases, we use existing designs with some special tweaks, and for certain fabrics they call for something entirely unique. These limited run items allow us to have a bit of fun – so we hope you enjoy what we come up with!



MA DEA VU



RECLAIM

Occasionally we receive back items and, for whatever reason, it hasn't gone back to its original owner, when damaged in any way we always look to repair and refurbish it, but the design may end up looking different from the original. We test the repaired garments to ensure they reach our standards, and when satisfied we can look to put them on our website. Giving you the chance to get a unique version of some of our classic designs, or a (cheaper!) refurbished version – and still with our Keela Guarantee!

Despite our best efforts, sometimes an item has been so well-loved, it just can't be saved or turned into something new. But when the time comes to say goodbye – we can provide an alternative – send your item to us and it can join our recycling programme. All items are collated and then sent to our recycling partner, to be shredded and turned into insulation (and sometimes other things!) – a more fitting end for your beloved jacket than ending up in a landfill.



RECYCLE

ilasco
ilasco.co.uk

 **KEELA**
keelaoutdoors.com

For information on a wider range of clothing and equipment, please get in touch.

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