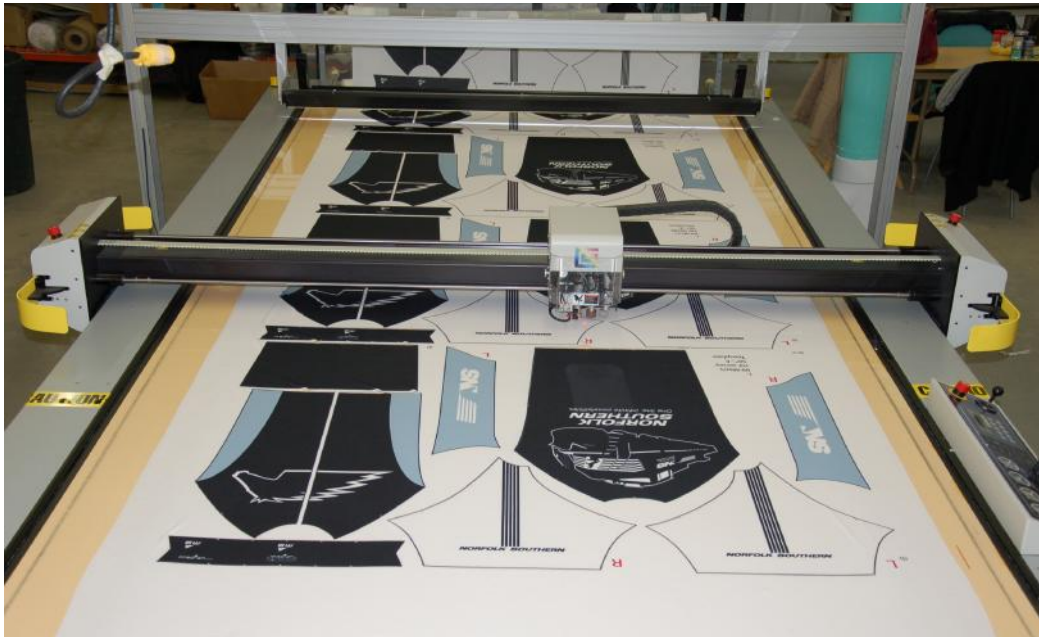


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Mt. Borah Drops Nordic Prices, Adds To Efficiencies

Coon Valley, WI. February 9, 2012- Mt. Borah Custom Nordic has slashed their already competitive custom prices for the 2012/2013 ski season. The company sites efficiency gains for the ability to cut costs in an already competitive market place. In the spring of 2011, Mt. Borah was the second worldwide install of an automated single ply cutting machine; the new cutting table utilizes an exclusive scanning technology which significantly reduces the amount of time needed to cut out a garment. “It has taken us close to a year to get the machine running at full speed” said Chris Jackson, company owner. “Now that we have dialed it all in, we are able to remain ultra-competitive and pass some of our efficiency gains along to the end consumers, automation is the only way to compete with a made in USA product line,” added Jackson. In addition to automating the cutting process, Mt. Borah has been busy developing a software program which automatically scales graphics for each garment size. The automation eliminates the need for a graphic designer to spend valuable time doing non-creative work, ultimately allowing for more time assisting clients with custom designs. “This just proves the progressive culture at Mt. Borah is making a huge impact on our offerings”, said John Dyste, Mt. Borah winter sports manager. “Between our competitive prices, 100% in-house production, on time delivery and commitment to quality, I am confident we will continue to experience the aggressive growth we have enjoyed this past year,” added Dyste. According to Mt. Borah, despite the challenging winter weather, Mt. Borah’s custom Nordic business is up 30 percent from last season. For more information about Mt. Borah custom, or to obtain the company’s latest price list, please contact Mt. Borah at 800-354-2825 M-F 9-5 CST or email info@mtborah.com. John Dyste will also be on hand to answer any questions at the Minnesota State Meet both Wednesday Feb. 15th and Thursday Feb. 16th.



Automated single ply cutting machine with custom cycling jerseys

About Mt. Borah - In business since 1997, Mt. Borah has grown to become the premier manufacturer of high quality custom sublimated active apparel; including cycling, nordic, alpine, triathlon, running and corporate. All of Mt. Borah’s custom products are precision made at the company’s headquarters in Coon Valley, Wisconsin, where the latest technological advancements in apparel production are utilized.