

# UPGRADE YOUR OUTDOOR EXPERIENCE

"Unyielding vocation for style, the outdoors and adventure.

Steady balance between tradition and innovation.

Equal respect for customers and employees."

This is our mission and the values that guide us in the development of our new collections.

We have an excellent understanding of hunters' needs.

We have clear ideas about how to improve their outdoor experience. We continually select the best partners and the latest materials in order to transform our ideas into real, stylish yet performing products.

Season upon season, we bestow a complete range of garments and accessories that embody cutting-edge technology and are designed with the unique needs of the hunter very much in mind.

Products developed with a simple goal: to allow you to be at one with nature, everywhere, in all weathers, and always in the utmost comfort.

Franco Gussalli Beretta



# BERETTA LAYERING SYSTEM

Choose an Outer Layer, combine it with one or more Inner Layers, and change just one of them in order to tackle a new scenario. The Beretta Layering System helps assemble a perfect outfit that can be enjoyed throughout the entire hunting season with maximum comfort and protection in all conditions.

Weather conditions can change dramatically during the course of a single day and, naturally, over the entire hunting season. With every new collection, Beretta rises to this challenge to provide you with interactive, incredibly light yet protective garments that can be rapidly matched to adapt to the changing needs of every hunting scenario. The Beretta Layering System optimises each layer to

meet your specific needs: they transfer moisture, provide warmth, offer protection from the wind and rain, enable silent movement and concealment, protect from thorns, and so on. Our engineered approach means you no longer need to purchase a whole range of different outfits. You can easily find your ideal outfit based upon the type of hunting you do most and your local geographic area.

#### MITE CLIMATES

Performance garments, ideal for the start of the hunting season or for special weather conditions. The jackets in this category can cope with harsh climates when worn with the Beretta BIS Jacket or Vest.

### COOL CLIMATES

High-performance garments, ideal for harsh climates and any occasion where you need maximum protection from the elements.

## **OUTER LAYER**



## **INNER LAYERS**

# OUTER

**PROTECTION** 

LAYER

## **ACTIVE**

garments

for walked

up shooting.

#### STATIC

Ideal garments for tree stand/ stalking shooting. Versatile garments suitable for different types of hunting, dog training and leisure time.

PURPOSE





## BERETTA INTERACTIVE SYSTEM

.Warm and lightweight . Breathable in its inner pocket . It can be worn inside all the BIS jackets



### THERMAL REGULATION

3 LAYER

Fleeces and sweaters

### INSULATION

2 LAYER

Shirts

### TRANSPORT

1 LAYER

Underwear



Beretta Clothing & Accessories Development Centre works together with world's leading textile manufacturers to match high performance technologies to the hunter's needs. The technologies used in the Autumn/Winter 2012-13 Collection ensure the following benefits:

#### WATERPROOFNESS











## WIND RESISTANCE





### CONCEALMENT















WATER AND STAIN RESISTANCE

















Engineered with GORE-TEX® Paclite® Shell

- . Ideal for trekking, hiking, cycling and other sports where weight and space are critical
- bines extreme breathability and durable wind-and
- waterproofness with minimum weight and pack volume

  Uses a protective layer on the membrane that makes a separate lining unnecessary

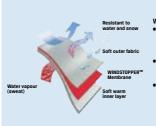
Engineered with GORE-TEX® Performance Shell with Z-liner

- Provides breathable comfort and durably waterproof and windproof protection A specific GORE-TEX® membrane is freely susper
- between the outer material and the lining of the jacket It can easily be combined with thermal insulating lining
- · Ideal for fashion applications

Engineered with 2-layer GORE-TEX® Performance Shell

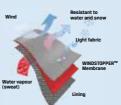
- Designed for a wide range of outdoor activities
   Provides breathable comfort and durably waterproof and
- windproof protection

   A specific GORE-TEX® membrane is bonded to the outer
- material and protected on the inside by a separate lining
- . The separate lining inside ensures better wearing comfort and versatility



#### WINDSTOPPER® Soft Shell

- A pleasure to wear: comb perfect wearability, extreme comfort and softness with complete freedom of moveme
- Versatile: provides maximum levels of comfort as an intermediate or outer layer.
- Resistant to water: provi protection from rain and snow and is quick-drying.



#### WINDSTOPPER® Active Shell

- Light fabric: highly effectively dissipates excess body heat.
- Compact: when folded and compressed, it takes up
- Resistant to water: provides protection from rain and snow and is quick-drying.













# GORETM OPTIFADETM The science of nothing

GORE™ OPTIFADE™ Concealment is the incredible technology offered by Beretta to ungulate hunting enthusiasts and, for the first time this year, to Xtreme Duckers. It is the first-ever visual concealment pattern based on how animals, rather than humans, see both spatially and colorimetrically.

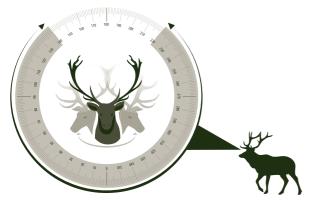


In order to develop the technology, W.L. Gore & Associates gathered world's leading experts

in animal vision, fabric technology, camouflage and hunting. In contrast to mimicry and camouflage, which attempt to make the hunter match his environment, GORE™ OPTIFADE™ Concealment actually the animal from recognising the hunter as a predator. The revolutionary idea is to break up the easily-recognisable symmetry of the human body which animals associate with predators, using macro-patterns and to blend it in

with the rest of the environment by using micro-patterns which were designed taking account of the way animals perceive colour and the ratio of positive to negative space. Not simply an imitation of the surrounding environment, it is an innovative form of camouflage that that blends, rather than hiding, enabling the hunter to get incredibly close to the animal. The pattern no longer consists of leaves and shrubs (which are effective at a very close range but become simple, easily-identifiable blocks of colour at a distance), but of shapes that disorientate the animal's vision at any distance, both in ambush and stalking hunts.

#### GORE™ OPTIFADE™ FOREST PATTERN



Ungulates have an extremely wide field of view, spanning 280°, which allows them to spot prey, predators and possible threats very quickly. This does however impair their visual acuity and focusing ability: they recognize shapes and spots, but must rely on other senses to identify them better. Forest pattern geometric forms disorientate the animal at any distance, both when hiding and on the move.



ANIMAL VISION

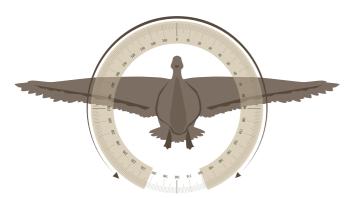


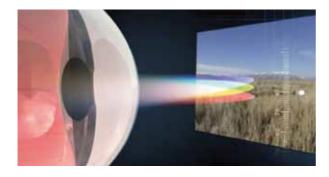
HUMAN VISION

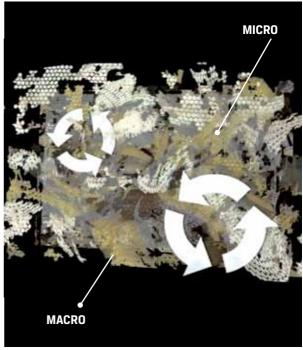


Moreover, whilst human beings can see the whole colour scale with trichromatic vision, ungulates have dichromatic vision: they cannot see red, instead seeing the world in yellow, blue and grey. Forest pattern is optimised for a woodland environment taking into account the vertical effect of the trees and closer engagement distances.

### THE NEW GORE™ OPTIFADE™ WATERFOWL PATTERN







Waterfowl have a large, almost panoramic, field of vision. Their visual acuity is very good for an animal, though not superior to the acuity of the human eye. Waterfowl have a fourth photo-receptor that allows them to see some colours that humans cannot see.

The new Waterfowl pattern continues to use micro- and macro-digital patterns: the micro-patterns help the hunter to harmonise with the background through colour and texture elements. Since birds are particularly sensitive to colour and continuity with the surroundings, the Waterfowl micro-pattern is as detailed as possible to confuse bird vision. In particular, colours have been manipulated to create greater depth.

As in the Forest version, the macro-pattern is responsible for breaking up the symmetry of the human silhouette.

While most patterns are designed as though the bird is on the ground looking at the hunter, the waterfowl pattern takes into account the fact that the birds are usually above the hunter in flight, and in constant motion. The macro-pattern has more of a vertical emphasis than patterns designed for ground-level prey. It is optimised for a 45° engagement trajectory and an engagement distance of approximately 35 metres.

Waterfowl hunting is done in a high contrast environment. Light from the horizon, or light reflected from the water's surface, will shine through gaps in rushes, creating concentrated light spots. The Waterfowl Pattern is high contrast in order to match the environment.















## XTREME DUCKER OPTIFADE<sup>TM</sup>

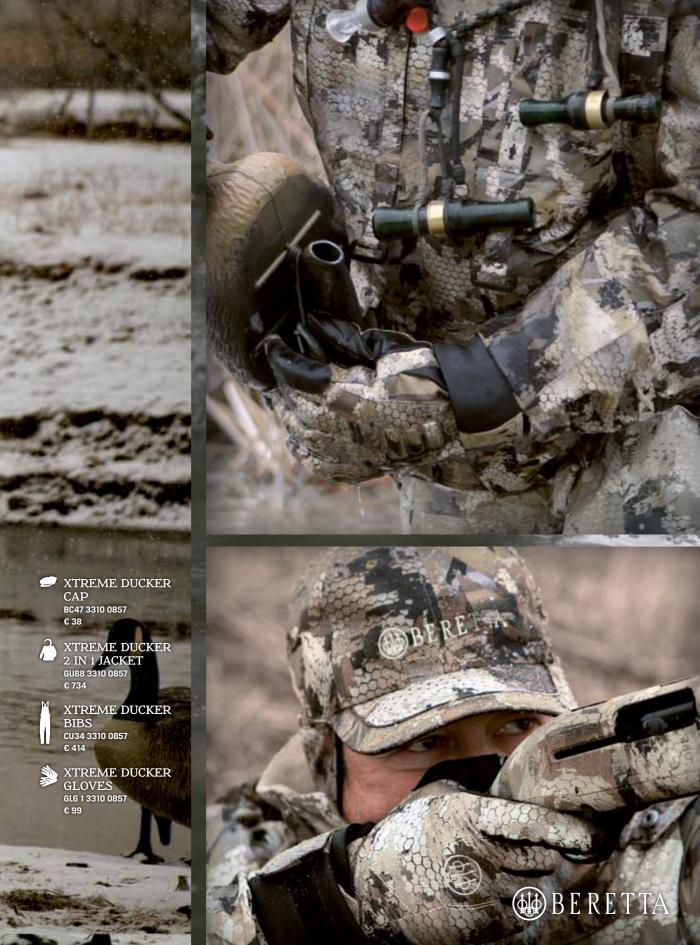






















# DYNAMIC

## The Ultimate Thornproof Technology

Dynamic sets a new standard of protection against tears and grazes and successfully combines previously unimagined levels of protection with incredible lightness and extreme comfort. Dynamic leaves you free to pursue your prey anywhere, even amongst the thorniest brambles.

## B-TEX, THE REVOLUTIONARY FABRIC SETTING A NEW STANDARD OF PROTECTION AGAINST THORNS.



During the tireless search for new technologies and solutions conducted at our Clothing & Accessories Development

Centre, we have identified an exceptional fiber known as Dyneema®; 15 times stronger than steel but softer, incredibly light and long lasting. In conjunction with DSM, which has patented and produces Dyneema®, and LENZI EGISTO, a company based in Prato with a hundred years of experience in weaving, Beretta has succeeded in 'inventing' the first fabric made from Dyneema®.

Months of experimentation, tests and controls in the laboratory have led to the creation of B-TEX which combines, both in warp and weft, six picks of High Tenacity Polyamides and one pick of Dyneema®-based yarn, with a special ripstop construction which creates a sort of 'grid' of a paler colour which can even be recognized on the finished fabric. This is an exclusive invention by Beretta, made entirely in Italy.

## **Dyneema**®

Dyneema®, a registered trademark of the Dutch industrial colossus DSM, is 'the world's strongest fiber'. It is used for orthopaedic sutures in medicine, for the supporting ropes of large kites on merchant ships and for mooring ropes, fishing nets and rigging in the nautical sector. It also has applications in the construction industry and is used for the most high performance protective gloves for professional users of circular saw blades. In particular, thanks to the special non-woven felt cloth, Dyneema® is now used to make a new generation of bulletproof jackets.

#### **RIP-METER**

We have invented a new machine for laboratory testing resistance against thorns. It consists of a pendulum loaded with a weight of 1250 g, at whose edge a steel point is attached. The steel point is released from a fixed distance onto the fabric, firmly attached to a loom at the base of the lever. The results of the impact on the fabric are monitored visually on a backlit screen.



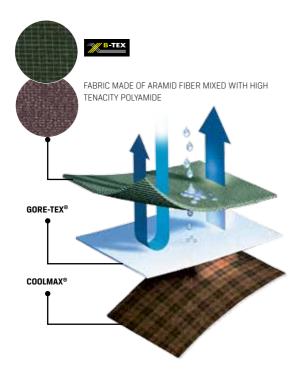




#### **UNBEATABLE LIGHTNESS AND RESISTANCE: THE LABORATORY TESTS**

B-Tex weighs only 167 g/sq. m. and provides incredible levels of resistance against cuts, tears, warp, wear and pilling, compared to the toughest fabrics previously available for hunters' clothing.

TYPE OF FABRIC	STIFFNESS TEST		TITAN TEST						MARTINDALE TEST	
	WEIGHT/mq	NEWTON	TEAR STRENGHT		TENSILE STRENGHT					PILLING
			WRAP	WEFT	WRAP		WEFT		CYCLES	(1POOR- 5BEST)
					NEWTON	EXTENSION	NEWTON	EXTENSION		
В-ТЕХ	167	2,5	130	95	1060	26%	625	15%	300.000	5
HTP (High Tenacity Polyamide) + Aramide Rip Stop	180	2,68	47	35	1000	39%	580	27%	) <b>80.000</b>	4
HTP (High Tenacity Polyamide)	150	5,46	39	27	936	62%	538	44%	> 90.000	4
NYCO Fabric for Soft Combat Gear	175	1,74	20	15	800	20%	600	27%	> 50.000	4/5
Camo Printed Deer Skin Fabric	200	2,08	20	12	460	52%	245	50%	› <b>40.000</b>	4/5
Waxed Cotton	360	21,36	17	12	916	20%	532	13%	<b>&gt; 60.000</b>	4/5



#### THE CREATION OF DYNAMIC GARMENTS

The garments in the Dynamic line are created using Gore-Tex® Z-Liner technology in three layers.

The outer layer uses B-tex as its main fabric. In the areas most exposed to wear, a second fabric is added made of aramid fiber mixed with high tenacity polyamide to enhance its resilience. Both are treated with a Teflon® wash to render them both waterproof and stain-resistant.

The central layer consists of a Gore-Tex® membrane which is completely waterproof, windproof and breathable.

The third inner layer consists of lining made of Coolmax®, with the iconic Beretta checked pattern. Thanks to its special six-sided section, Coolmax® yarn helps to keep a balanced body temperature and lets excess perspiration pass through.





























## ADVENTURE





ADVENTURE WOMAN VEST 6D93 2052 0706 6 103

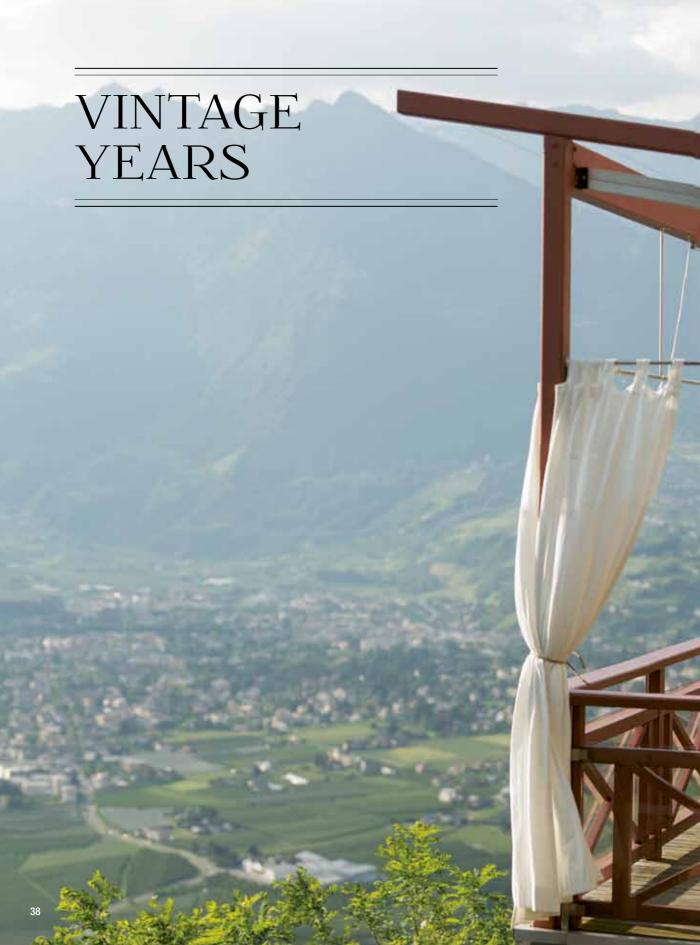
> ADVENTURE WOMAN PANTS CDD3 2052 0706 c 113



ADVENTURE VEST GUB9 2052 0706 € 119

ADVENTURE PANTS CUD9 2052 0706 C 124







## VINTAGE YEARS

Tradition and innovation: the most authentic characteristics of the Beretta genome, perfectly captured in each new Vintage Years collection.

Our tradition harks back to the dawn of the Italian Renaissance. Passion for excellence, skilled craftsmanship and painstaking attention to detail have been handed down while constantly reinvigorated and enriched over the years by the results of scientific progress, research and new materials. Vintage Years celebrates our origins and enriches them with advanced technological performance.

When you put on a Beretta Vintage garment, you have the sensation of wearing 500 years of success. You can almost taste the incredible entrepreneurial history of an Italian family that has succeeded in pursuing both a dream and a passion over 15 generations.

The Vintage Years collection is dedicated to hunters, to people in search of the earthy smells of the countryside, silence, fresh air, lush unspoilt woodland, walks through the hills alongside a dog companion, to people who love nature and the outdoor life and wish to 'wear it' during their everyday lives.

Once again, Vintage Years boasts collaborations with champions of Italian textile excellence. These include the perfect Winter Cottons by Larusmiani, the exclusive designs of the Lanificio di Pray for the St. James garments, the marvellous handcrafted Basso leather and the Visconti di Modrone moleskins and corduroys.

A combination of high quality materials, Italian craftsmanship and distinctive stylistic pedigree elevates the collection to a position above the ever-changing trends of fashion. High-quality fabrics and sports garments are harmoniously combined into versatile, timeless looks.















## ST JAMES & COUNTRY CLASSIC WOOL

























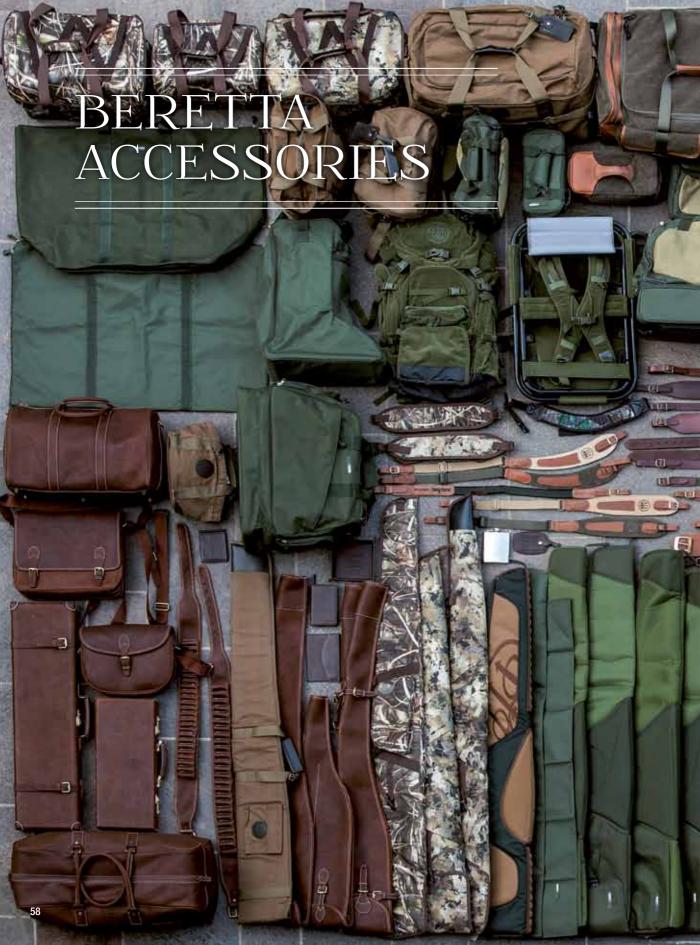














## XTREME DUCKER ACCESSORIES

Carrying, protecting, concealing and having everything immediately at hand.

Beretta has always offered a wide range of accessories for carrying items, all specialised according to their particular use. These range from practical versions made of technological fibers, to the most exclusive versions handcrafted from Indian buffalo leather. The accessories stand out in terms of quality, durability, protection, the ergonomic organisation of space and their design.

The new Xtreme Ducker line is top-of-the-range both in terms of technology and performance, and is designed for waterfowl hunters. Developed using the new GORE™ OPTIFADE™ Waterfowl digital pattern – a Beretta exclusive – the Xtreme Ducker line meets the crucial need for camouflage in a wide range of natural settings. It completes the clothing-

weapon system launched this year, consisting of the line of Xtreme Ducker clothing and the new A400 Xtreme Unico Camo Optifade $^{\text{TM}}$  semiautomatic shotgun.

The new line, which consists of two bags, two cases and a sling, is made of tough waterproof polyurethane coated polyester. The two bags, one medium-sized and the other large, have a special hard bottom made of EVA. This light waterproof expanded polymer perfectly absorbs mechanical stress, provides heat insulation and, most importantly, enables the bags to float. The meticulous design and accurate manufacturing provide internal waterproof compartments, hooks, and numerous functional pockets, some with elastic, some plastic-coated and some transparent for carrying maps, licences and documents that need to be protected yet remaining easily visible.

The light, well-balanced cases are padded with expanded polymer which protects the weapon from knocks and enables the cases to float. The floating version even comes with an inner sleeve made of heat-sealed PVC which, when rolled up and closed, keeps the weapon dry in case of accidental 'dips'. The sling is designed to leave both hands free, thanks to its extra extendable belt which can be tied to the waist or bust.













