



**ZERO[®]
GRAM**

**LIGHTER & FASTER
BACKPACKING**

ZEROGRAM Brief

www.zerogram.co.kr

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About ZEN Outdoor

ZEN Outdoor wants to take a small and quiet approach towards nature through our business activities. Since designing lighter and innovative equipment is the best solution, ZEN Outdoor will continue to research and design advanced equipment with less resources.

ZEN
Outdoor



Zerogram began with an outdoor enthusiast's philosophy: to design light and innovative equipment.

UZEN, established in 2003, has successfully completed a variety of projects in the e-Commerce field and contributed to the advancement of e-Commerce systems in Korea. UZEN is also a leading developer of App Stores and Smart Device Services. UZEN Outdoor was established based on these experiences to be a leader in sustainable outdoor culture.

Through cooperation with other companies and campaigns sharing our core values, Zerogram continuously endeavors to preserve the environment for the next generation. Zerogram seeks to make actual contributions and involvement, such as officially supporting Leave No Trace (LNT), a worldwide environmental campaign.



Brand Overview

ZEROGRAM is, proudly, a brand of ZEN OUTDOOR. ZEROGRAM started based on an outdoor enthusiast's philosophy to design lighter and advanced equipment. We are sorry to Earth and manage ZEROGRAM with that intention.

We are sorry to Earth. Outdoor Equipment for the earth



Why ZEROGRAM?

ZEROGRAM produces the best quality ultra-light backpacking equipment, based on a serious concern for our planet and its environment.

Our Environmental Ethics

ZEROGRAM has the philosophy of using the fewest resources for the most functionality. Each time we produce another new product, we search for innovative technologies to reduce the consumption of resources. Even if protecting our planet and its environment costs more, we will gladly choose to do so.

ZEROGRAM supports the LNT

ZEROGRAM is an official supporting partner of Leave No Trace (LNT), a worldwide environmental campaign. ZEROGRAM strongly supports all 7 ethics recommended by LNT. ZEROGRAM also donates a portion of its profit to LNT. ZEROGRAM will continue to expand its activities protecting the environment.

ZEROGRAM

Focuses on “researching the product” instead of simply “selling the product.” Though no equipment will ever weigh 0g, our researcher's efforts continue today. Despite those efforts, “We are sorry to Earth”.

History

2011 **Named the brand as ZEROGRAM. Started early product designing**

2012 **Officially launched ZEROGRAM and products**

- a. Launched Sil-tarp- minimalist I, II, III
- b. Launched Sleeping Bag – First in Korea to use IDFL certified down
- c. Light accessories- Imported LNT co-work products, tarp poles, tent packs

2013~14 **ZEROGRAM Increase in the number of product lines and innovation**

- a. Tents: launched a single wall tent designed for 3 seasons, launched light shelter for winter
- b. Sleeping bags: designed and launched 3 models of high-quality sleeping bags. We aim to become the world's best
- c. Titanium cookware: Launched main cookware line for a single and, tent line for 2-3 persons. Nonstick coated
- d. Launched our full carbon tracking pole, and down boots
- e. Designed light backpack, down pants, jacket and other clothing for BPL
- f. Improvements in field tests and feedback through Zerogram Expert Group(ZEG)
- g. Opening the official store at Hong-dae, Seoul. Gathering over 40 Official retailers all over the country

2015 **ZEROGRAM enters the international market**

- a. Cooperation with overseas backpackers
- b. Editor's Choice in overseas magazine
- c. Participated in global exhibitions
- d. Exporting tents, sleeping bags, and tarps to China and Japan
- e. The first year for jumping up to the global brand

CSR (Corporate Social Responsibility)

ZEROGRAM fulfills its corporate social responsibility and is actively involved in environmental protection. ZEROGRAM also supports efforts to resolve local environmental problems.



Support LNT

Leave No Trace is a nonprofit organization in the US that provides outdoor activity regulations to minimize environmental exploitation. ZEROGRAM is a Corporate partner of LNT.org.



‘Sorry earth’ environmental protection campaign

We are running an environmentally friendly program with the motto, “Sorry earth”. ‘Revive your gear’, the first project of “Sorry Earth,” encourages people to donate unused equipment, and donate the profit to environmental campaigns under the donators name.



Provided sleeping bags to local residents at Milyang protesting a nuclear power plant

A big social issue, we have decided to support and protect civil rights and the environment.

ZEROGRAM Expert Group

ZEROGRAM's consultant group ('ZEG') is composed of outdoor activity enthusiasts who are environmental friendly and enjoy innovation.

Practicing environmental ethics for long term outdoor activities,
and supporting meaningful outdoor activities



Cho Jun/ Mountain Photographer

Mountain photographer who captures beautiful mountain scenes in Korea
Blog : blog.naver.com/kid4004

Yoon Dong Hyeon/ Backpacker

Young backpacker leading BPL and LNT culture in Korea
Blog : <http://blog.naver.com/vatevate>

Kang Ho/ Kayaker

Mountain photographer who captures beautiful mountain scenes in Korea
Web : www.jirisamkayak.com

Outdoor Culture Leading Group

ZEROGRAM wishes to become a leading group in outdoor activities and backpacking. We are focusing our effort towards popularizing outdoor activities and backpacking through Zerogram Classic, Start up Minimal camping and other programs.



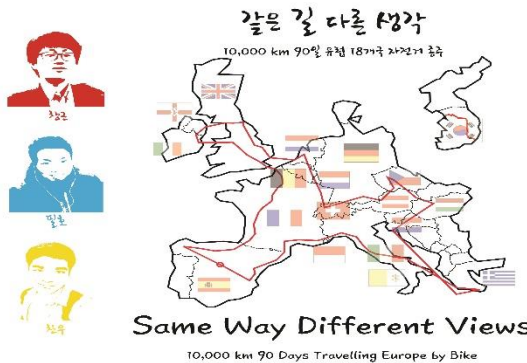
Supporting Bicycle team riding of Europe

Providing the young generation suffering for unemployment with the outdoor equipment



Zerogram Classic

Providing a way to experience backpacking through Zerogram Classic



Start up Minimal camping

Supporting families wishing to camp but unable to do so for various reasons. We offer our products and provide guidelines for new campers.

Product Overview

ZEROGRAM produces various environmentally friendly products as in addition to its main items such as Tents and Tarps, Sleeping Bags, Backpacking Gear, Clothing, and Cookware.

Clothing



Sleeping Bags



Cookware



Tent/Tarp



Backpacking Gear



Eco Friendly



Accessories



Technology

ZeroGram doesn't believe that a simple combination of high-tech materials and expensive subsidiaries produces the best products. It has to go through design and testing stages- and the most important part of that process is people. ZeroGram produces products that are environmentally friendly but also appreciates the personal perspective.



Pertex



IDFL Certified



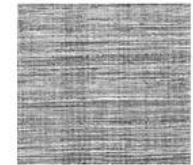
DownTek™
Waterproofed Down



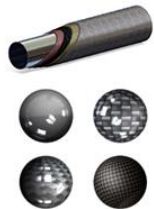
Pertex Shield DV



CORDURA



Cuben fiber
& Breathable
Cuben 3Layer



Carbon



Titanium



Both Silicone
coating Nylon



YKK Zipper



INSOTECT의
FlowGate™



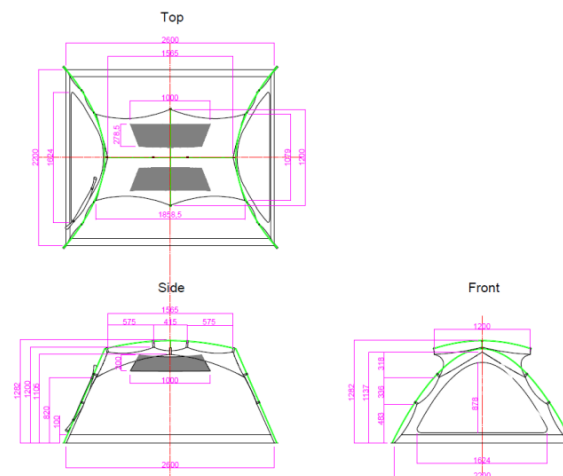
ITW Nexus Global

New Product

All-season tent with pleasant and cozy interior and convenient set-up. Setting up can be done within 5 minutes even in windy conditions.

SAHALE Camp 4P TENT / 240*260 / 130cm

Canopy Fabric	30D Nylon R/S Sil/PU coated. Withstands up to 3,000mm of water pressure
Canopy Color	PANTONE 1505C / 137 C arrangement of color
Floor Fabric	Black / 40D Nylon R/S PU coated. Withstands up to 5,000mm of water pressure
Mash Fabric	20D Nylon No-See-Um Mesh / Black
Guideline Rope	Fluorescence 3M Reflective 2.5mm Nylon
Poles	DAC Pressfit 10.2mm / NSL 9.6mm
Pegs	DAC J-Stakes 10

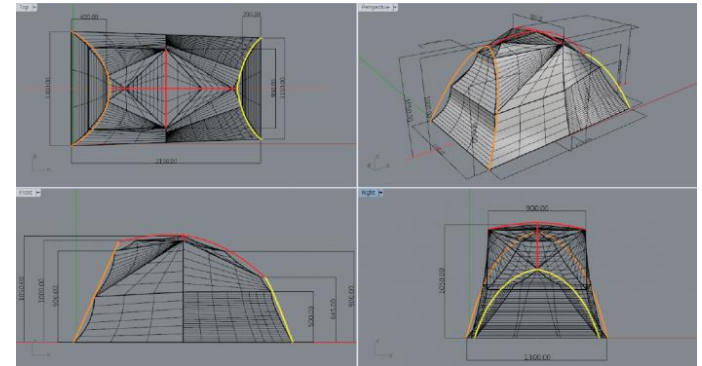


New Product

PCT UL is a lightweight backpacking tent with convenient set-up, large enough for two adults. Its intended design is “For the Long Distance Trail”.

PCT UL 2P TENT / 130*115 / 100cm

Canopy Fabric	15D Nylon R/S Sil/PU coated. Withstands up to 2,000mm of water pressure
Canopy Color	Light Gray
Floor Fabric	Dar Gray / 20D Nylon R/S PU coated. Withstands up to 5,000mm of water pressure
Mash Fabric	15D Nylon No-See-Um Mesh / Black
Guideline Rope	Fluorescence 3M Reflective 2.5mm Nylon
Poles	DAC NSL 8.5mm
Pegs	DAC J-Stakes 10



New Product

Small and light tent shoes with applied sleeping bag technology. Improved heat retention with waterproofed DownTek™.



Backpacking Gear / ZeroGram Down Bootie

What is a bootie?

- Essential winter equipment with strong thermal protection and adaptation to different environments.

Our down bootie?

- Best thermal protection compared to other products of similar weight
- Developing the product fitting for the national topography and Korean's tendency
- Filled with primaloft around the ankle – increased thermal protection and waterproofing
- Efficient use of material

SPEC

Outer shoes

Outer Shell : Pertex Endurance™

Outsole : CORDURA™ 1,000D

Insole : EVA 3mm

Insulated Fill : Primaloft Gold™ 40g/m2

Feature: Non-slip coating / Reflective Logo

Inner shoes

Shell : Nylon Ripstop 30D W/R Cire / Nylon Taffeta 20D W/R Cire

Insulated Fill : DOWNTEK 700FP Goose Down 90:10

Fill Weight : 68g(pair)

Weight 285g (Medium)

Size ~250mm[Small] ~275mm[Medium] ~300mm[Large]

New Product

NX and Flagship model sleeping bags aim to produce a lighter and warmer sleeping bag.

Expected to be released in Oct., 2015

Sleeping Bag NX Project

Lighter and warmer sleeping bags

High class tech applied with baffle construction to outer shell

White wolf NX Comfort -8 / Limit Comfort -16 / Extreme -38

Cholatse NX Comfort -15 / Limit Comfort -24 / Extreme -50

Flagship Model Winter Machine NX

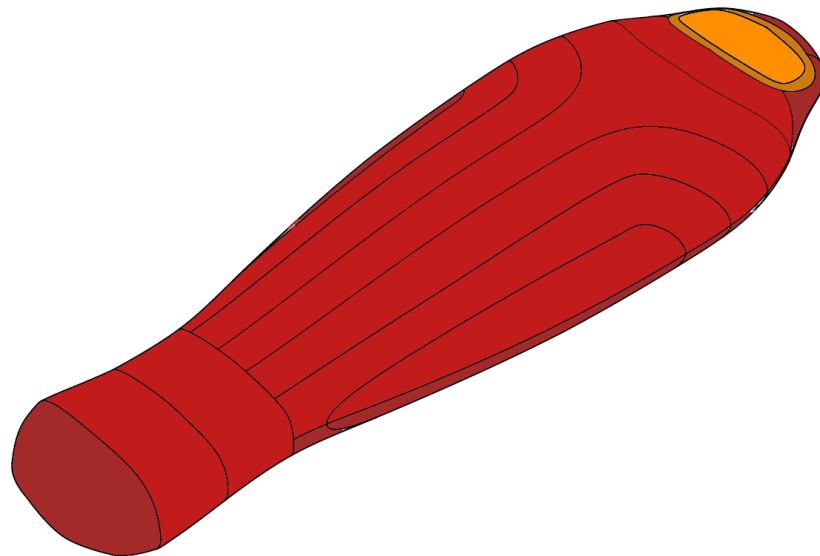
Planning to develop a flagship model with higher thermal protection than Cholatse at 1,100g.

Use 1,250g filling and Pertex Shield EX fabric.

Comfort -21 / Limit Comfort -30 / Extreme -65

primaloft Down Blend new fabric

New material with higher efficiency, water protection and fill volume



EN 13537 TESTED

°C	♀ -6	♂ -13	-33
	Comfort	Lower Limit	Extreme

EN 13537 TESTED

°C	♀ -11	♂ -19	-42
	Comfort	Lower Limit	Extreme

How to bye the ZEROGRAM?

These are on and offline stores that officially provide Zerogram products. Please check for our official product seal before purchasing.

On & Offline	캠핑박스	http://campingbox.co.kr 서울특별시 마포구 연남동 56-45 HERMON빌딩 1층 1644-7805	오캠몰	www.ocamall.com 서울 서초구 서초동 1429-9 02-6901-0999
	미드나잇피크닉	www.mpcs.co.kr 서울 강남구 역삼동 788-35 B02 02-562-2535	보즈만	www.bozeman.kr 서울특별시 강서구 등촌동 649-14 우리보보카운티뷰 107호 02-2692-9306
	에이스 아웃도어	www.aceoutdoor.com 서울특별시 종로구 종로5가 332-8 02-2209-1618 (쇼핑몰) / 070-4202-1617 (매장)	에스비클럽	www.sbclub.co.kr 서울 성동구 독성로 4길 16(상원빌딩 2층) 02-499-0791
	산우 (하그로프스 도봉산점)	www.tongoutdoor.com 서울특별시 도봉구 도봉동 282-305 1,2층 02-956-6556	알데바란	www.aldebaran.co.kr 서울특별시 구로구 구로동 501-9 1층 02-867-1486
	펌프아웃도어	www.pumpoutdoor.com 서울특별시 노원구 월계1동 380-1 삼능스페이스 향 상가 108호 070-7568-8790	고캠프	www.gocamp.co.kr 서울특별시 동작구 사당동 278-33 아우름타운상가 1층 1688-8399
	캠프맨	http://jjugly2.godo.co.kr 서울특별시 동대문구 전농동 602-23 2층 02-2266-0411	가야미	www.gayamy.co.kr 서울특별시 광진구 중곡동 93-48 대봉빌딩 3층 02-3409-0337
	Expedition's Korea	www.teancoffee.co.kr 경기도 고양시 일산동구 장항1동 652-14 031-902-9055	단무지	http://storefarm.naver.com/dammuzi 경기도 고양시 덕양구 용두동 335-3 02-6085-4337
	Camping Plus	www.camping-plus.co.kr 경기도 부천시 원미구 춘의동 120-7번지 1층 070-7787-3106	7942캠프	www.7942camp.com 경기도 양주시 덕계동 699-11 031-858-7942
	더운컴퍼니 (캠핑샵)	www.kpingshop.com 경기도 시흥시 정왕동 2316-4 가람빌딩 3층 031-499-2190	인클라인	www.neooutdoor.com 인천광역시 계양구 서운산업로 41번길 8 070-4411-0217

How to bye the ZEROGRAM?

These are on/offline stores that officially provide Zerogram's product. Please do check the official mark before purchasing.

On & Offline	사람과 레저	http://cafe.daum.net/leisure0119 울산광역시 남구 무거동 582-14 052-247-8881	디아리아아웃도어	www.dicamping.co.kr 광주광역시 광산구 안창동 732-7 1544-3585
	캠핑프리	www.campingfree.co.kr 충남 당진시 읍내동 1461-1번지 041-357-8051	캠프스토어	www.campstore.co.kr 충남 천안시 동남구 천안대로 502, 나동 101호 070-4837-2222
	캠핑DNA	http://cafe.naver.com/campingdna 경상남도 창원시 성산구 반지동 50-24 055-277-9804		
Offline	MTF	전라북도 전주시 덕진구 여의동 1264-6 063-715-4303	굿캠핑	경기도 수원시 팔달구 인계동 977-2 한우리빌딩 1층 031-232-0505
	동대문산악	서울특별시 종로구 종로5가 214-5 02-2272-5527	로드스타	서울특별시 중랑구 상봉동 109-29 02-434-4053
	로키캠프	서울특별시 종로구 종로5가 214-6 02-2278-1753	알캠몰	경기도 남양주시 와부읍 덕소로 106-10 070-7594-2808
	캠핑24시	경기도 남양주시 진접읍 내곡리 404-1번지 070-8861-3324	캠핑마운틴	인천광역시 남구 주안8동 1505-2 1층 032-442-8848
	캠핑스쿨	울산광역시 북구 진장유통로 18-25 052-287-1402	캠핑트렁크 청주점	충청북도 청원군 남이면 양촌리 211-2 043-288-7774
	코베아콜맨 수원점	경기도 수원시 권선구 구운동 477-4번지 1층 031-292-9225	플롬아웃도어	부산광역시 북구 화명동 193-2 건아빌딩 201 070-8756-1356
	호원플래닛	서울특별시 강북구 미아동 8-4 2층 02-434-8692	알데바란	서울특별시 구로구 구로동 501-9 1층 02-867-1486
	백두대간	대전시 중구 대흥동 1-20 042-253-1025		

ZEROGRAM Store

At the Zeroqram store, we offer tents, sleeping bags, and cookware designed for winter backpacking, and other products such as down tent shoes, snow shovels, and snow shoes. We also provide outdoor related books and magazines for our customers.



- Address: (121-816) ZEN Outdoor, 2F Chokwang Bldg. Yeonhee-ro 7, Mapo-gu, Seoul
- CS Center: 1644-7805
- Hours of operation: 10:30~20:30 Mon. ~ Fri.

Technology Details

Zerogram doesn't believe that a simple combination of high-tech materials and expensive subsidiaries produces the best products. It has to go through design and testing stages- and the most important part of that process is people. Zerogram produces products that are environmentally friendly but also appreciates the personal perspective.



Pertex

Pertex is a worldwide company leading outdoor fabric technology, famous for its outstanding light and strong fabrics. Starting with Pertex Endurance, Zerogram designed the world's first tent to apply the Pertex Shield 3 Layer. We applied Pertex Endurance for extreme environment sleeping bags, and Pertex Quantum for light backpacking sleeping bags. We also applied Pertex Shield 2.5 layer (DS) for Bivy sacks.



IDFL Certification

Zerogram only uses down certified by IDFL's (International Down and Feather Laboratory & Institute) verification system and produces sleeping bags verified by their temperature rating test. Even though these are the first products in the country to do so, for us these are just standardized and objective data that should be provided to customers. Also, those verification systems are essential for competition in the global market.



DownTek™ water repellency Down

Even though goose down is regarded as the single best filling element for insulating product with its excellent fill power and thermal protection, it is extremely weak against moisture. Wet goose down not only stinks but also has poor thermal protection and crawls with bacteria. As a result, moisture shortens the life cycle of down. Also, it takes too long to dry wet down, and so protecting down during rough outdoor activity is critical. DownTek™, from the U.S., has applied nanotechnology (micro-thin nano polymers) and produced water-repelling down. This cutting edge technology prevents down from getting wet, improving thermal protection, and increasing its life cycle. It is now applied to all high quality down products. Starting in 2013, Zerogram uses DownTek™'s down for all down products.



Pertex Shield DV

2014 파피용 DV에 적용된 Pertex Shield DV는 Pertex is a leading company in lightweight nylon fabric. Pertex's Nylon 6,6 (double-six) fiber provides maximum outdoor performance even in rough environments with its light weight and high elasticity. Papillon DV 2015 uses Pertex Shield DV fabric, laminated in 3 layers with superb water repelling 'eVent' membranes. Moisture permeability of fabric is rated by MVTR (Moisture Vapor Transmission Rate) in units of g/m²/hrs. For example, 10,000g/m²/24 hours indicates a 10-liter emission (10,000g per 1m²) of liquid in 24 hours. eVent membrane's MTVR rate is 40,000/m²/24hr. Papillon DV is the first tent in the world to experiment with expedition quality fabric, such Pertex Shield DV.

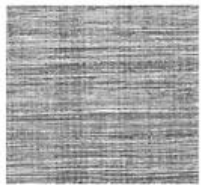
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CORDURA

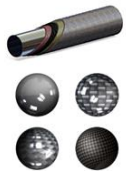
Cordura fabric was invented by DUPONT and is known for its high strength to weight ratio. After buying Cordura, the best and most famous producer of Nylon 6,6 (Double six), INVISTA provides Cordura fiber only to those who have INVISTA's license. Cordura fiber is 10 times stronger than cotton, 3 times stronger than regular polyester, and 3 times stronger than regular nylon. Zeroqram's Minimalist III provides the best quality tarp, using silicon and UV-coated Cordura fabric.



Cuben fiber & Breathable Cuben 3Layer

Cuben is the lightest existing fabric made from highly durable polyethylene fiber filament, Dyneema. Dyneema, also called the "super fabric," floats on water with a specific gravity of 0.97, and is stronger than Nylon 6,6 (Double six) or Kevlar. It is also 5 times lighter than regular lightweight fibers. Some cutting-edge tents in the market use this super fabric.

Basic Cuben is waterproofed yet not breathable, but the recent discovery of Dyneema-3-layer laminating techniques can now provide breathability to Cuben. This discovery allowed for a new method of producing condensation-minimized, ultra-light, and high solidity single-walled tents. However, the cost of fabric for double alpine tent is around 400 dollars, which is too expensive for a popular product design.



Carbon

Carbonizing flame retardant treated polyethylene fiber at 1000-1500 degrees Celsius and then again at 2500-3000 degrees Celsius will graphitize it and produce a highly elastic fiber. This fiber is called carbon fiber. The advantages of carbon fiber made tracking poles are below.

Its strength-to-weight ratio is higher than AL 7001. Carbon made tracking poles rapidly increase durability depending on the shape of the stacking. AL 7001 increases its strength proportional to its weight, but carbon strength is dependent on the shape of carbon sheet stacks.

Zeroqram's full Carbon tracking poles have increased their strength by designing carbon sheets in varying patterns, and lengths.

Titanium

Is Titanium cookware suitable for a Korean cooking style? This was our main concern when designing portable cookware for camping. However, based on our belief that eating habits in the mountains should be environmentally friendly, we decided to choose Titanium- focusing on its lightweight and corrosion resistance. Titanium has an atomic number of 22, and its chemical symbol is Ti. It has a high corrosion resistance and is harmless to the human body. Ti is often used to make medical devices, such as artificial joints and dental implants. It is 43% stronger than steel and does not corrode in sea water, making it suitable as cookware material. However, it has low thermal conductivity and only the contact area will be heated. This is disadvantageous for steaming and roasting.



Technology Details

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Dual silicon-coated Nylon

Since we focus on lightweight equipment, Zerogram has a special interest in low denier fabrics. However, low denier has low strength and water resistance. To solve this problem, Zerogram has applied a Rip Stop pattern and silicon coating to both sides of low denier products. This process improved both strength and water resistance of the fabric. Silicon-coated fabric can resist hydrostatic pressure up to 3500mm, and does not soaked through with moisture. However, low denier nylon fabric is twice as expensive compared to regular nylon or PU coated fabrics and increases production costs as a result.



YKK Zipper

YKK, established in 1934, provides the best zippers in the world. All products from Zerogram use zippers provided by YKK Korea and some special zippers are provided directly YKK headquarters in Japan.



INSOTECT's FlowGate™

At Zerogram, all of our down sleeping bags employ baffle construction based on Vertical Thermal Channels™ (VTC's) from INSOTECT. It is also filled with the finest down, 850FP or above, using INSOTECT Flow™ techniques, preventing downshifting. VTC's distribute heat more readily and thoroughly for the entire body, and vertical baffle construction allows the product to more closely reflect the contours of human body, providing more comfort within the sleeping bag. FlowGate technique effectively distributes heat and maintains the down 's stability within the channels.



ITW Nexus Global

Zerogram pays special attention to even the smallest materials to produce the best quality products. ITW from the U.S is regarded as the leading company in buckle production. ITW buckle is famous for outstanding performance and durability, and is a buckle supplier for the United States Marine Corps. Zerogram only uses strong and highly operable buckles, provided by ITW Nexus.

Thank you

ZEN Outdoor, 2F Chokwang Bldg. Yeonhee-ro 7, Mapo-gu, Seoul
CS Center: 1644-7805

[Facebook] facebook.com/zerogram
[Naver Café] cafe.naver.com/zerogram
[Instagram] instagram.com/zerogram_official

