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MAKING THE OUTDOORS EASY

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THE EARLY YEARS

Since 1952, we've been making gear that works as hard as you do

Betacraft was founded by a man with an inventive spirit and an important goal: to keep New Zealand farmers warm, dry and comfortable. Born in 1914, David Beatson became acutely aware of the demands of outdoor life when serving in World War II.

Arriving home, he traded his city job for rural life. His entrepreneurial spirit saw him start a business out of his Palmerston North garage, supplying and repairing horse and cow covers. His craft eventually evolved to outdoor workwear. With a ready supply of customers at the back door, David honed his skill and developed a reputation for garments that were robust, durable and unfailingly waterproof.

Now into its fourth generation, Betacraft remains a family business committed to producing long lasting gear that can withstand the most extreme outdoor conditions.



HARDCORE WORKWEAR

We make workwear for farmers, that's all we do

Led by the needs of the people on the land. The people in the frozen rain, that stings your face. The people in the howling wind that cuts through as you walk along the slippery ridges. People connected to the land, the seasons and the elements.

And just like farmers we've been around for a while now. We have experienced the evolution of garment designs, fabrics and manufacturing over decades of trial and error which has brought us to the expertly engineered products with the best materials and technologies we see today. We've sought out specialists to design, sew and create high performance garments that see you through until the job is done. We understand family businesses through and through and we're driven by the desire to help New Zealand's farmers and growers continue to feed the people.

GOING GLOBAL

In 2018 Betacraft started an export journey, breaking into the Australian and UK markets, with our sights now firmly set on expansion into Europe in 2023. For more information about our export journey or to find international retailers visit www.betacraftworkwear.com/pages/store-locator

LIMITED LIFETIME GUARANTEE*

Betacraft is committed to providing quality products. That's why we offer a Lifetime Guarantee. Eventually all products wear out with time and end use. However, if one of our products fails due to a manufacturing fault, we will offer a free repair or replace it. Find out more at betacraftworkwear.com/pages/lifetime-guarantee.

OUR VALUES



TRUSTWORTHY

Unfailingly waterproof gear, robust enough to stand up to the test and a promise to deliver only the best to our customers.



INNOVATIVE

The iconic number 8 wire mentality is synonymous with NZ farmers and growers. We've gone a step further to seek out the best tools to turn a challenge into a champion.



AUTHENTIC

Honouring our roots, staying committed to the people and the industry that we know and love.

AGILE

We're striving for continuous improvement of people, practices and processes, keeping us at the top of our game.

CHANGES FOR THE BETTER

Guiding us on our journey to support farmers and growers to get the job done

We understand that the future of farming depends on achieving positive environmental outcomes. That's why we are making steps towards minimising our impact on the planet and those who live here, while listening to the needs of New Zealand farmers and designing better garments that help you get the job done. Our commitment is to create conscious workwear that doesn't compromise on performance. As with many farmers, our work towards a better, more sustainable future is a journey and we are just at the start of ours by working with recycled fabrics, organic fibres and global standard audits across our supply chain. Look for the 'Eco' logo on our ISO940, Quest, Eco Brushed Cotton Shirts, Wildridge and Socks collections to know which have received the revision of a lifetime.



PACKAGING

Rather than single use LDPE (plastic) bags, we're using alternatives made from PLA for our ISO & PVA Polymer for Quest collections. Manufactured with nontoxic, renewable resources which are less harmful than petroleum-based plastic as well as being fully biodegradable.

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FABRICS

Piece by piece we are reviewing our range. ISO940 and Quest collections have been the first to receive an upgrade to meet the needs of the future. Now containing GRS* certified recycled fabric for outer ϑ lining. Our Brushed Cotton shirts are next to level up with GOTS*.



HANGERS

Minimising the load on landfill we have opted for a cardboard coat hanger. With every purchase of our ISO940 garments you will receive your very own cardboard coat hanger for hanging your gear to dry.



MANUFACTURING

SMETA certification helps protect workers from unsafe conditions, overwork, discrimination, low pay and forced labour. Businesses use SMETA to make improvements to working conditions and environmental performance.



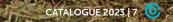
*The Global Organic Textile Standard is the world leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire supply chain.



*Global Recycling Standard is for use with products that contain at least 20% recycled material. Each stage of production is required to be certified from the recycling stage all the way through to the retailer.

MAKING THE OUTDOORS EASY

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Do you know the feeling of looking out the window with dread as the rain pours down but you can't put off shifting that mob until the weather clears? You will likely understand the value of gear that works until you can go inside and sit by the fire. The best of the best, for seeing you through until the day is done is the ISO940 collection. It's 100% waterproof and breathable with 4-layer technology to keep you warm and dry all day long. With constant innovation to improve your experience, we bring you our latest feature which minimises the fuss and maximises the functionality; the 'set and forget' hood. Adjust the hood with the fit-go mechanism on the back to your chosen amount of coverage. Then, use the zip on the front to quickly secure the hood when the rain starts and the wind picks up. You'll be set for any weather.

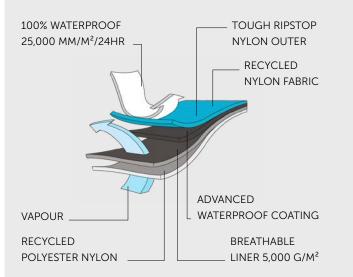








TETRATEC 4-LAYER TECHNOLOGY



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To be totally honest I'm really glad we've found Betacraft. I've spent a fortune looking for decent work wear and usually the money is just wasted - these seem to be easily the best so far.

@THEHOOFGP

ISO940 Now with a hood that fits perfectly, every time

 100% WATERPROOF
 SET-AND-FORGET HOOD

 25,000mm/m²/24h
 SET-AND-FORGET HOOD

 100% BREATHABLE
 Fitgo tech + zip

 100% BREATHABLE
 MAGNETIC CLOSURES

 5,000gm/m²
 MAGNETIC CLOSURES

 No more domes
 Image: Comparison of the extremes

 100% WINDPROOF
 RECYCLED FABRICS

 For the extremes
 GRS Certified





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TECHNIFIEX TECHNIDAIRY

© TECHNIDAIR)



The Techniflex range is 100% waterproof and constructed using ultra-high frequency welded seams to provide the ultimate in comfort and performance. Complete with neoprene cuffs to keep you dry even in the heaviest rain. A best seller year after year, this is a Betacraft favourite.





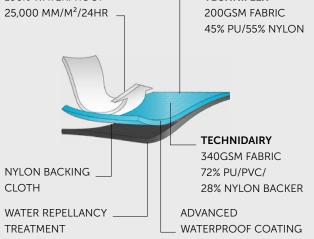
Technidairy, the cousin to Techniflex, is made to withstand the acids and detergents used in dairy shed wash down. This range is 100% waterproof and constructed using ultra-high frequency welded seams. This this in superior flexibility and stretch to provide the ultimate in comfort and durability.





100% WATERPROOF TECHNIFLEX 25,000 MM/M²/24HR

ADVANCED FABRIC TECHNOLOGY



"

Great jacket. Lightweight, easy to get on and off. Inside wrist bands ideal. Velcro wrap that goes around throat is brilliant when on four wheeler on cold wet days.

PETE NOBLE, WAIRARAPA NZ

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ECHNIFLEX. AIR

ightweight, comfy, and unfailingly waterproof







100% WINDPROOF







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4-WAY STRETCH



HIGH VISIBILITY Be safe, be seen



100% WATERPROOF



In a pinch? Perhaps your favourite cousin is coming to visit from the city an they need some gear for the full farm experience. Or maybe you are searc for wet weather gear that packs down small to put in your saddle bag, or l nđ the seat of the tractor for when you least expect it? Loved for its lightweight durable fabric, this comfortable jacket and overtrouser range boasts a great with an extremely affordable price range. You can't go wrong with Stag.

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High-frequency Domed storm welded seams CODE 1218

flap

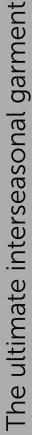
4-way stretch

Elastic waist

Reflective tape

Domed cuff

NOOHJYI







100% WATERPROOF 10,000mm/m²/24h



100% WINDPROOF

Spring weather in a humid climate is one of the most challenging times of

year to dress for. Wake up in the morning to a chill in the air, then see out your afternoon sweating with the threat of a downpour imminent. Enter the Betacraft Typhoon Range. Next level versatility, taking you through any season, featuring; zip off sleeves, a waterproof outer and a fleece lining you'll be prepared for the most changeable of weather.





TYPHOON JACKET
 CODE
 8042

 SIZES
 S-5XL

 COLOUR
 Dark Green



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HERITAGE

A windproof jacket designed for everyday wear by the modern farmer.







WATER RESISTANT For light showers



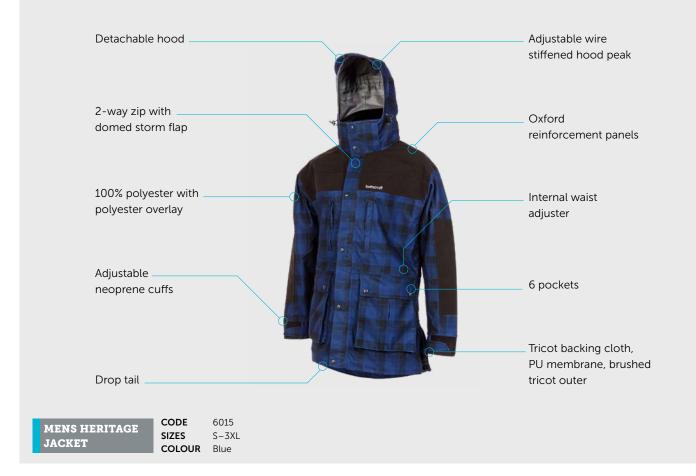
100% WINDPROOFSEFor the extremesFor

SEAM SEALED For versatility



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MENS

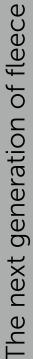


WOMENS

W H

| Detachable hood | Adjustable wire |
|---|---|
| 2-way zip with domed storm flap | Tailored to a women's fit |
| 100% polyester with polyester overlay | Oxford reinforcement panels |
| Adjustable | Internal waist adjuster |
| | 6 pockets |
| Drop tail | Tricot backing cloth, PU membrane, brushed tricot outer |
| VOMENS HERITAGE JACKET COLOUR Cherry | |











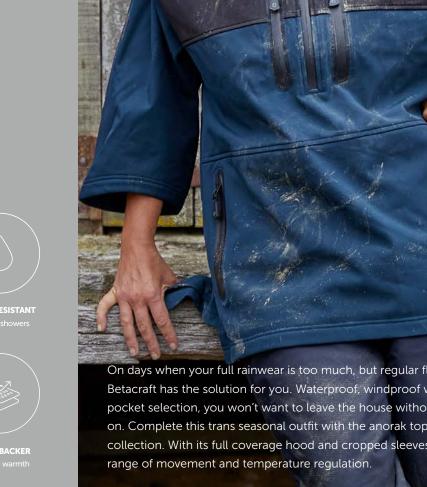
100% WINDPROOF



WATER RESISTANT For light showers



On days when your full rainwear is too much, but regular fleece is not enough, Betacraft has the solution for you. Waterproof, windproof with a high end zip pocket selection, you won't want to leave the house without your Husk gear on. Complete this trans seasonal outfit with the anorak topping off the Husk collection. With its full coverage hood and cropped sleeves it provides optimum range of movement and temperature regulation.



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WILLDRIDGE

Our Wildridge collection is grown and made in NZ from quality wool fibres



NATURAL WARMTH Temperature regulating



NEW ZEALAND MADE

Local factories



100% BREATHABLE No more sweat



NEW ZEALAND WOOL Local farms Imagine a garment that keeps you warm, but not too warm. Is breathable and odour resistant as well as being biodegradable, renewable and long lasting. What if we told you that we can get that from a sheep? With a range of colours and styles to suit all occasions our versatile Wildridge collection will see you through a day on the farm, a trip to town or a long summer evening by the BBQ

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QUEST FILEGF

C. L. C.

O CATALOGUE 2023 | 26



Whether you're sitting in the tractor, or sitting on the couch we've got you covered with the ultimate layering option. Our Quest range is an anti-pill polar fleece fabric, lightweight and fast drying. Throw it in the washing machine and it's good to go another round. Nylon guards provide protection on heavy contact areas and it's got all the pockets, in all the





right places. So take your pick of the range of styles and colours and prepare to take on the day with the versatile Quest fleece collection. Much like our ISO collection all Quest garments now come in fully biodegradable packaging. This packaging is made from a PVA polymer which is completely soluble in hot water.







CHANGES FOR THE BETTER

Providing options for farmers and growers to choose workwear that aligns with their values on sustainability and environmental impact is important to us. That's why we have chosen GRS certified fabrics for our Quest and ISO ranges. GRS, or Global Recycling Standard is an internationally recognised certification that verifies the recycled content of fabrics and garments as well as social and environmental practices and chemical restrictions. Learn more about GRS and other moves for the planet on page #5.

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A favourite. Ideal for the farm. Lightweight, warm and easy to get on and off. A must

TRUSTPILOT REVIEWER

OUEST FLEECE Classic comfort and versatility







ANTI PILL FABRIC Premium fleece



ECO OP Recycled





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SHIRTS

Build your work wardrobe with these Betacraft favourites





ECO OPTION* Recycled cotton





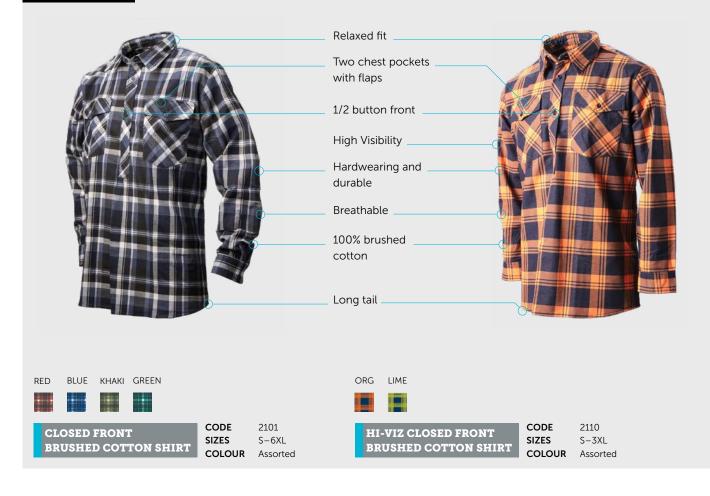
FAST DRYING Easy care

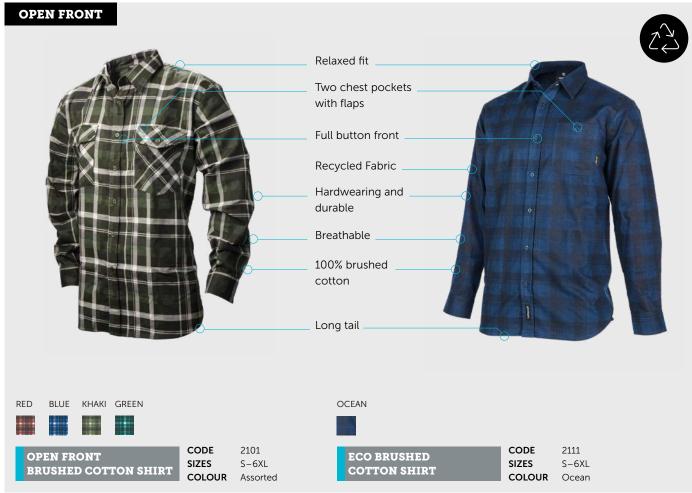
BREATHABLE For changeable weather

LONG LASTING Strong and durable

Available in a range of colours for every day of the week our Brushed Cotton shirts are a versatile and comfortable wardrobe essential. As a natural fibre, cotton is a light and breathable option ideal for wearing against the skin, especially when layering underneath your rainwear. Thoughtful design modification has improved a trusted favourite, the addition of a western yoke pleat on the back allows for greater garment integrity and freedom of movement while you work. No matter the season you won't be without a brushed cotton shirt.

CLOSED FRONT





KIDS TUFFBAK

Encouraging learning and experiences in the great outdoors



100% WATERPROOF 10,000mm/m²/24h





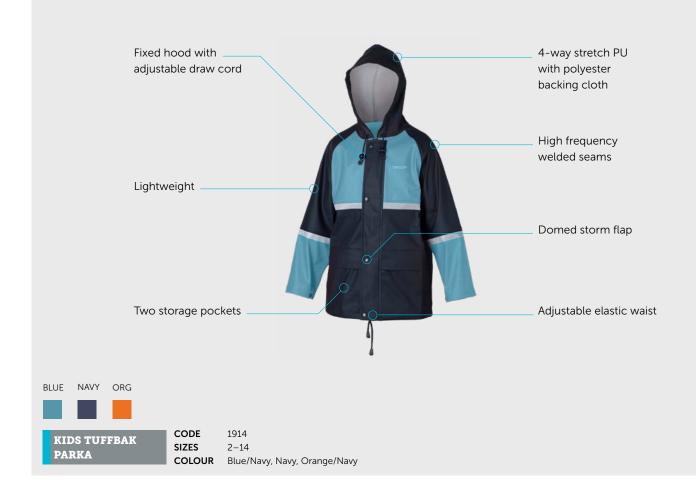
4-WAY STRETCH Maximum flexibility



HIGH VISIBILITY Be safe, be seen



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SO940 FLUOR

Our ISO Ranger gear for those needing a bit of added visibility in the workplace



100% WATERPROOF 25,000mm/m²/24h







100% BREATHABLE

5,000gm/m²

The cousin to our iconic ISO940 gear, the ISO Ranger sports several of the ISO940's exceptional features with the added benefit of hi-viz colourway. Ideal on the farm, the worksite or times when being seen is essential like working on the road.

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TUFFVIZ

STOP



Curated to meet some of New Zealand's highest safety standards for hi-viz we have produced the Tuffviz collection. Without compromising on comfort, dryness or functionality, the Tuffviz collection has it all for those working hard out in the elements. It provides options for those on remote



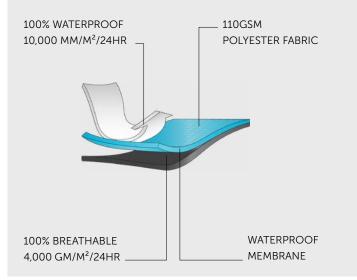


worksites with modifying features such as zip off sleeves and a removable hood. Changeable weather is no reason for tools down, be prepped for all seasons in a day from the moment you arrive at the job. Two colourway options make this collection a great option for kitting out your full team.





ADVANCED FABRIC TECHNOLOGY





Be safe, be seen! We're passionate about helping you get the job done while keeping your workplace safe. All Tuffviz Highway garments meet the AS/NZS 4602.1:2011 Class D/N safety standard. Be safe, be seen

LUFFVIZ







100% WINDPROOF





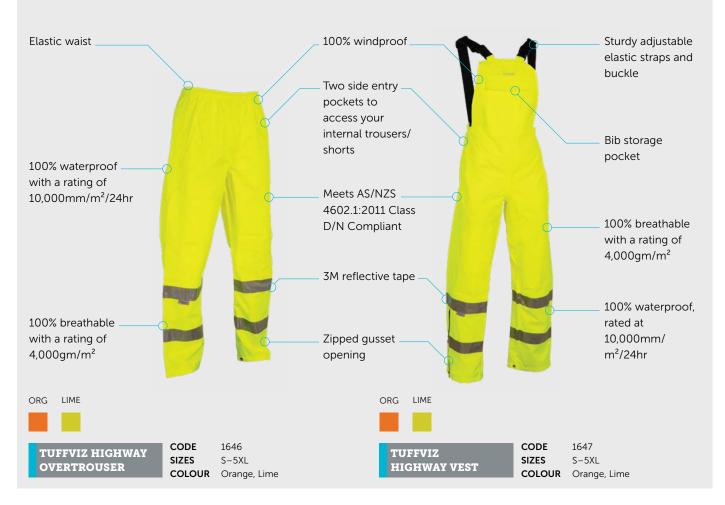






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OVERALLS & POLOS











1677 S-5XL Orange

| LONG SLEEVE | CODE |
|-------------|--------|
| | SIZES |
| POLO | COLOUR |
| | |



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SSOCKS





NEW ZEALAND MADE

HERCULAN® BY NUYARN Ergo range

NZ MADE





AIR RESISTANCE Improves air flow





FAST DRYING Moisture management



THERMAL RETENTION Maintains body temp

REDUCED SLIP No more blisters ELASTICITY

ELASTICITY For maximum comfort



Socks that stay put, are the perfect thickness, always warm, always breathable, easy to wash, and that don't wear out after one season. Is it too much to ask? We didn't think so. Expertly crafted from a blend of premium Merino wool, these socks provide exceptional warmth and odour prevention. They're strategically blended with reliable man-made fibres for structure, elasticity, and robustness, and the comfort zone cushioning will stop that pesky sock slippage while you're working.





WORK SOCK

WORK SOCK

COLOUR Grey



DUNLOP



SPILL STREET

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Brought to NZ from some of Europe's finest rubber technologists, is the Dunlop gumboot collection. Dunlop have used their international calibre research and development expertise to create the ultimate gumboot. Having proven themselves in a range of farming situations overseas, Dunlop gumboots are now changing the farm footwear game in New Zealand. With high spec materials and design, say goodbye to cold feet, poor grip and uncomfortable steel toe design options and hello to Dunlop gumboots.







CHEMICAL RESISTANT





LAYER 1: Water repellent outer LAYER 2: Waterproof, breathable membrane LAYER 3: Moisture wicking lightweight foam LAYER 4: Antimicrobial abrasion resistant lining

Millions of air pockets evenly distributed in a cross-linked structure creating a lightweight and thermally insulating PU that is exceptionally strong and flexible.

ENGINEERED FOR COMFORT

Changing the gumboot game DUNLOP

100% WATERPROOF







CHEMICAL RESISTANT

SR RATED OUTSOLE







DUNLOP SNUGBOOT

CODE DUN06 SIZES 4–13 UK COLOUR Black

ENGINEERED FOR PERFORMANCE 100% O4 certified waterproof Chemical Flexible and resistant supple for ease Cold insulation of movement rated at -20 Sturdy Energy outsole absorbing design for stability Oil resistant outsole SRC certified Steel toe slip resistant option outsole

CODE DUN04 SIZES 4–13 UK COLOUR Black

DUNLOP

PUROFORT+

PUROFORT+ FULL SAFETY

DUN05 4–13 UK COLOUR Black

CODE

SIZES





MAKING THE OUTDOORS EASY



- betacraftworkwear.com

