



IT'S NOT OFTEN THAT I GET A CALL FROM OUR TESTER EUAN, AND THAT HE'S ABSOLUTELY RAVING ABOUT A PRODUCT! HE RECENTLY HOSTED SOME SHOOTERS FROM THE NETHERLANDS ON ONE OF HIS COURSES AND WAS ON THE PHONE TO ME IMMEDIATELY ABOUT THEIR INNOVATIVE NEW COMBAT SHIRTS. THOSE OF YOU THAT FOLLOW US ON FACEBOOK WILL HAVE SEEN THE PICTURES, BUT HERE'S THE LOWDOWN ON APPLIED ORANGE, A COMPANY PUSHING THE BOUNDARIES OF TACTICAL CLOTHING HARD!

Applied Orange is a Dutch company that was founded in 2011. They design and manufacture high performance garments and gear for military, police and security. They have a strong focus on the European market and apply the lessons learned in the conflicts of the recent years. They know there is a need for a garment manufacturer that focuses mainly on European requirements and sizing. There is plenty of US gear going around but they'd like to make a difference on our side of the Atlantic.

The name and concept of Applied Orange comes from a long brainstorm session they had back in late 2010. After a few beers the idea of applying Dutch/European knowledge started to dawn. Given Orange is their national colour, Applied Orange was born, with the ever vigilant lion in their logo; this, to them was the obvious step to complete their national image.

Applied Orange was founded on the concept of providing professionals with the garments they don't have or otherwise can't receive from their unit or organization directly. The first design idea was an UBACS based on the requirements and input they had received from Dutch professionals. Ever since the first prototypes were introduced they have improved and changed a lot; they believe that the true value of the Applied Orange products is in the detail. This will make their product more comfortable and useful than any other off the shelf garment.

**EU USP**

Unlike most other tactical clothing producers Applied Orange want to use as much European resource as possible. The same goes for their production facilities all of which are based in the EU. Not only does this keep the supply lines short but it means they can provide and guarantee high quality at every stage. And frankly, they are just not thrilled by the idea something mission critical is made in the far-east.

High quality is something they truly stand for in every way. You will find this not only in the construction of their garments but also in every bit of selection of materials. A high performance environment requires high performance materials ranging from the fabric to the thread; yes they have thought of that as well. They do not manufacture materials themselves; they understand that other specialist suppliers are a lot better in doing that than them. Instead they select and combine the optimal materials for the environment the garment is used in and incorporate them in their designs. This gives the wearer a garment that's truly made for their job instead of something with the obvious compromises. As an example their UBAX combat shirt comes in a well thought out flame retardant variant combining the best FR fabrics on the market for that 'bit of extra'.

At the time of writing Applied Orange products aren't commercially available in stores. This is a very conscious decision because of the fact their products are used by governments and security organisations. Therefore they don't want them to be commercially available in identical form. For government and private sector companies they provide the restricted design and the possibility to customise those to fit their needs.

The good news is that they are working on commercial variants of the Applied Orange UBAX that will be available through their online store and selected outlets. These commercial garment variants are slightly different and more multipurpose and will be available in camouflage as well and mono desert and woodland colors.

**APPLIED ORANGE (FR) UBAX**

Dutch troops going on deployment to Afghanistan were mainly buying cheap UBACS commercially. This is us was a reason for Applied Orange to design one that will fit their needs and live up to the standards of the Dutch MOD. This resulted in their innovative UBAX shirt or FRUBAX in flame retardant fabrics. Both variants feature rip stop fabrics and high quality jersey and mesh.

The shirt has a very ergonomic European oriented fit and is designed up to be worn for longer times without causing irritation or impairing the wearers effectiveness. It features a double arm pocket feature with zipper closed pocket for smaller items and a larger full upper pocket for anything up to rations. The upper pockets have full Velcro for insignias.

The neck zipper is reinforced with the sleeve rip stop for extra support. The Mandarin-style collar is angled so there is less irritation when worn up under body armour or an ops-vest. The sleeves feature an ambiguous pen-holder and Velcro adjustable sleeve cuffs.

All variants have a mesh fabric on the both sides and upper back giving optimal performance in warmer climates.

These are already in use by various units and branches throughout the world and are tried and tested.

**APPLIED ORANGE SIBEX COMBAT SOCK**

This is Applied Oranges' latest product that will be commercially available in August. Now I can hear you thinking; why does anyone need a sock like this. Well the design of these socks has its roots in the construction world where a healthy foot is just as critical as in the military world. You need to be on your feet the whole day so why not give the same attention to socks as you do to boots? They are long enough to fit over your boots and keep your ankles protected and warm at night.

Again the standard military issue socks are very basic and not always up to the task. The sizing of the Applied Orange socks is made to European standards and ranges from UK size 2.5 to 12. With this large range of sizes they like to make sure they are available for both women and men.

The specialty lies in the fact these socks are engineered to fit your feet. While this may sound like something most socks do, that isn't the case. The Applied Orange sock has a specific left and right sock and shapes optimally around the foot. As with their combat shirt the true solution lies in using the right materials along with design.

There are 3 different materials incorporated, an

overall Coolmax for maximum moisture wicking and comfort, Cordura fiber toe and heel for durability and comfort and blue Coolmax with silver woven through which works antimicrobially. The silver keeps bacteria from forming and will make taking your boots off after a few days a lot more pleasant for you and the rest of your unit. Just make sure your mate wears a pair as well!

**APPLIED ORANGE BOONIE**

Applied Orange know a lot of Dutch servicemen and woman (not to mention most of NATO!) customise their boonies to match the British recce hat. Not only are these cooler to look but they're obviously better for your vision and hearing than the long brimmed ones. They've taken this idea and made some improvements of their own to make

a really great product.

Their boonie features a short brim with non-corrosive metal constructed in the edge to allow the wearer to form the brim the way you want. This for instance is perfect for use with headsets allowing one side to be properly folded vertically at all times.

Instead of a neck cord you can chose to fold it away into the top and use the drawstring in the side of the hat. This guarantees an optimal fit under any circumstance. The inside top has a neat pocket that can be used for storing the neck cord or small essential items.

These are available in the same fabrics as their UBAX shirt including the Flame Retardant variants making this one of the few FR boonies on the market.

**FROM SMALL ACORNS...**

Applied Orange, in my opinion have started out in the perfect way; they have concentrated entirely on getting their first product absolutely, 100% correct before trying to move on to other things. If a professional operator who has used many different products comes back to me and says "this is the boyo" then that certainly makes me sit up and take notice! Look forward to a full "Tried and Tested" from Euan in due course.

If you're interested in getting hold of Applied Orange products be sure to head to their webstore at [www.ao-store.com](http://www.ao-store.com). More information about Applied Orange and their services are available on [www.appliedorange.com](http://www.appliedorange.com). For quotes on larger quantities and corporate enquiries mail them at [contact@appliedorange.com](mailto:contact@appliedorange.com).

