

WE ARE LED BY THE NEEDS OF THE PEOPLE ON THE LAND. THOSE 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. WE CREATE RELIABLE, HIGH PERFORMANCE WORKWEAR THAT SEES YOU THROUGH UNTIL THE JOB IS DONE."

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WE MAKE
WORKWEAR FOR
FARMERS.
THAT'S ALL WE DO.











## **OUR STORY**

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 while 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.

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. His craft eventually evolved to workwear suited to New Zealand farming conditions.

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

## **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.



## **AUTHENTIC**

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



## **INNOVATIVE**

Inspired by resourceful and inventive farmers and growers. We endeavour to match that innovation by seeking out the best tools to turn a challenge into a champion.



## **AGILE**

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



## OUR JOURNEY OF SUSTAINABILITY

## 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 taking steps towards minimising our impact on the planet and those who live here. We're listening to the needs of 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. We are just at the start of ours, by working with recycled fabrics, organic fibres and global standard audits across our supply chain.



## **PACKAGING**

Rather than single use (plastic) bags, we're using alternatives made from PLA for our ISO940 & PVA Polymer for Quest collections. Manufactured with non-toxic resources which are less harmful than petroleum-based plastic as well as being fully biodegradable.



## **GRS CERTIFIED FABRICS**

Piece by piece, we are reviewing our range. The ISO940 and Quest collections have been the first to be made from GRS\* certified recycled fabric for both the outer and lining.



## **RECYCLE OLD WORKWEAR**

Minimising the load on landfill, we have partnered with Upparel\* in Australia and New Zealand who collect, sort and re-purpose retired workwear on our behalf.



## 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.



\* Upparel is Australia & New Zealand's leader in textile recovery and recycling. Upparel partners with brands to help keep valuable used textiles out of landfill. upparel.nz



\* Global Recycling Standard (GRS) applies to 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.







The ISO940 collection has been developed over several decades of making workwear for New Zealand farmers and growers. The weather conditions typical to New Zealand can include extreme winds, heavy rain and freezing temperatures. The ISO940 parka and overtrouser are windproof, waterproof and the fabric technology ensures a regulated body temperature while working. Thoughtful construction allows freedom of movement while working.

Rigorous testing and design revisions mean this collection has a range of considered features. The FitGo hood offers cover and reliable protection from rain even in high winds. The two-way zip allows the wearer to sit, kneel or climb. Multiple waterproof pockets are ideal for cellphones and tools. Magnetic closures\* on both the parka and overtrousers are easier to operate in cold temperatures and still function when covered with mud.

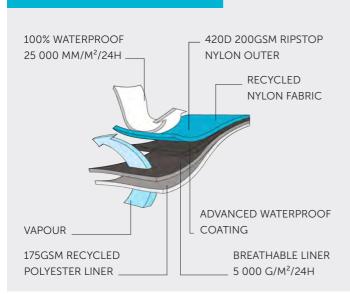








## **TETRATEC 4-LAYER TECHNOLOGY**



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 | UNITED KINGDOM

<sup>\*</sup>WARNING: Magnets and magnetic fields can interfere with, or interrupt, Pacemaker function in postoperative patients.











**100% WINDPROOF** 



Designed for functionality and waterproof performance

betacraft Made for people working outdoors in Mother Nature's most bleak weather conditions. The ISO940, named after the Isobar lines on a

weather forecasting map, is a proven performer in some of the world's most turbulent climates.



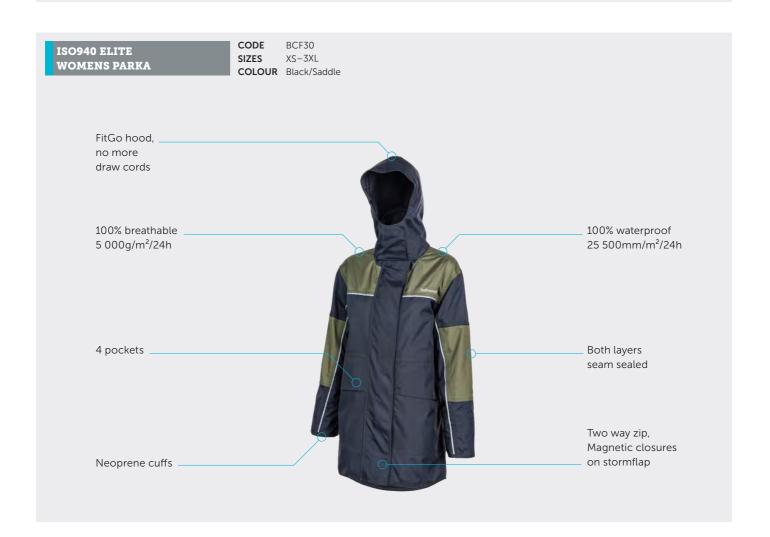
200GSM OUTER FABRIC, 175 GSM LINER



**MEETS EN343 CLASS 4:1 AND CE TESTED** 



Neoprene cuffs

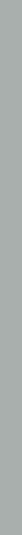


Two way zip, Magnetic closures

on stormflap







upporting farmers in positive

environmental outcomes















## Classic waterproof performance















100% WINDPROOF



## The ISO940 you love now with added warmth

When the wind is blustering and squalls of rain are howling through, you need something a bit extra to protect you from the elements. The Hurricane jacket has been specially designed with a fleece lining, so as to minimise the need for bulky layers.



200GSM OUTER FABRIC, 175 GSM LINER













100% WINDPROOF

Hi-viz for enhanced workplace safety



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



200GSM OUTER FABRIC, 175 GSM LINER















**100% WINDPROOF** 



**WELDED SEAMS** 

Flexible, lightweight and unfailingly waterproof



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.



200GSM FABRIC. 45% PU/55% NYLON BACKER.



CODE BCF11 SIZES XS-5XL COLOUR Navy















100% WINDPROOF



WELDED SEAMS

Designed for dairy farmers



The Technidairy range has been thoughtfully crafted 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. It's superior flexibility and stretch provide the ultimate in comfort and durability.



340GSM FABRIC. 72% PU/PVC. 28% NYLON BACKER



CODE BCF14 SIZES XS-5XL COLOUR Green











100% WINDPROOF



SEAM SEALED



green grass and unforgiving hills in the New Zealand town of Mamaku. Our Mamaku jacket is made for those who need a tough garment for hard work but want something that is also warm and soft to wear for a range of activities and scenarios.



TRICOT BACKING CLOTH, PU MEMBRANE, BRUSHED TRICOT OUTER

## Uniquely New Zealand inspired

CODE BCF31 SIZES S-3XL COLOUR Taupe











**100% WINDPROOF** 



**SEAM SEALED** 





Tough and warm with pockets a plenty, the Heritage jacket is great for tackling the elements wherever you take it. Robust enough for a day on the farm, but stylish enough for the sidelines on a Saturday morning at the local sports club. It keeps the wind at bay and combats light seasonal rain. You won't want to leave the house without your Heritage jacket.



TRICOT BACKING CLOTH, PU MEMBRANE, BRUSHED TRICOT OUTER

CODE BCF34 SIZES S-3XL COLOUR Blue



**WOMENS HERITAGE JACKET** 

CODE BCF29 SIZES XS-XL COLOUR Cherry





**FAST DRYING** 





ANTI PILL FABRIC



## Cosy and durable fabrics in timeless styles

The Quest fleece collection was developed to offer warmth as a versatile mid-

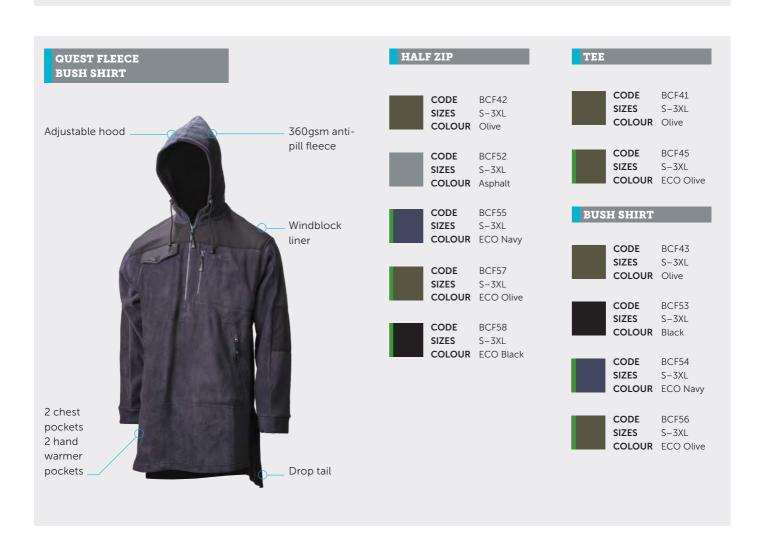
layer that is easy to care for. There are several styles offered in this collection all of which are constructed from high quality anti-pill polar fleece. Ranging from 280-360gsm the chosen fabrics for selected styles are made from recycled materials which carry the GRS certification, and were selected for their fast drying and easy care properties. Some garments in the Quest fleece collection have additional features built in such as; wind blocking liners, zip pockets and nylon reinforcement panels. The packaging for this collection is made from a PVA polymer that can dissolve in hot water.



RECYCLED FABRICS. SELECTED STYLES GRS CERTIFIED

## QUEST FLEECE TEE











**ANTI PILL FABRIC** 

Classic comfort and versatility



Designed as an insulation layer, the first generation of Betacraft fleece has been loved for its warmth and comfort for 2 decades. Made to be worn either as an outer layer or underneath waterproof rainwear. The hi-viz colourway is perfect for those benefiting from additional visibility but not requiring an official safety standard high visibility garment.



280GSM ANTI PILL FLEECE







**100% BREATHABLE** 6 000g/m<sup>2</sup>



WATER RESISTANT
For light showers



**100% WINDPROOF**For the extremes



FLEECE BACKER



On days when your full rainwear is too much, but regular fleece is not enough, Betacraft has the solution for you. Husk garments are constructed from a water resistant, polyester bonded softshell with a TPU membrane and a fleece lining. Featuring water resistant zips, removable hood and cropped sleeves, providing you with a greater range of movement and temperature regulation.



300GSM FABRIC, 100% POLYESTER BONDED SOFTSHELL WITH A TPU MEMBRANE

## FIUSIK The next generation of softshell











**ANTI PILL FABRIC** 

# Practicality with attention to detail

Made for the farmers, shooters and outdoor enthusiasts the Radnor

Gilet is made to be a versatile cross season, mid or outer layer. Fabricated from 100% Polyester 280gsm Fleece and finished with a subtle leather-look trim. The Radnor is loved for its practical zippered pockets and upright collar which is perfect for keeping the most freezing of winds off your neck and body.



100% POLYESTER FLEECE 280GSM WITH PU BINDING







**NZ MADE** 





**REDUCED SLIP** 



THERMAL REGULATION





**ELASTICATED** 





Created for comfort and durability while being worn with work boots all year round. Offered in a selection of lengths and a range of material compositions which all prioritise thermal regulation, durability and reduce slippage. The Betacraft sock collection is curated for the most discerning of sock wearers who need only the best.



HERCULAN TRANSITIONS STRONG WOOL INTO THE APPAREL SECTOR, YIELDING A STRONG, VERSATILE WOOL PRODUCT









## Build your work wardrobe with these Betacraft favourites



Available in a range of colours, our Brushed Cotton shirts are a versatile and comfortable wardrobe essential. Cotton is a light and breathable option ideal for wearing against the skin, especially when layering underneath your rainwear. The addition of a western yoke pleat on the back allows for greater garment integrity and freedom of movement while you work.



100% BRUSHED COTTON



BRUSHED COTTON SHIRT OPEN FRONT

CODE BCF60 SIZES S-3XLCOLOUR Blue

BRUSHED COTTON SHIRT OPEN FRONT

CODE BCF61 SIZES S-3XL COLOUR Green











**WELDED SEAMS** 

## Embrace the Rain, Explore & Play



When the next generation joins you on the farm it's a time for fun, learning and mud. The waterproof kids Tuffbak rainwear has an adjustable hood and reflective strips to keep your young farmer dry and safe, ensuring everyone has fun on the farm.



220GSM, 15% POLYURETHANE/50% PVC/35% POLYESTER



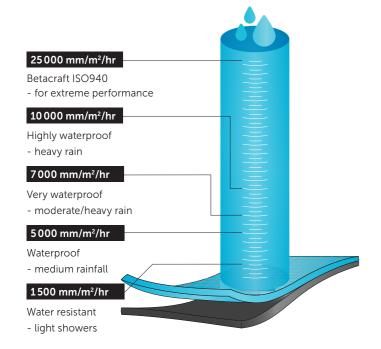




## **HOW WATERPROOF?**

Globally, there is a standard test method that determines how waterproof a fabric is which is known as a 'hydrostatic head' test. This test provides a unit of mm/m<sup>2</sup>/24hrs and is performed using a hydrostatic head test machine. The measurement is obtained by sealing a section of the fabric and mechanically applying water pressure to that section of fabric. The water pressure is applied in a way which mimics a large vertical column filled with water being placed on the fabric. It measures how much water pressure a fabric can endure before water begins to penetrate. The waterproofness of the fabric itself is just one component that contributes to how waterproof a garment is. Features like seams and closures make a big difference to how a garment performs.

## WATER COLUMN RATING EXPLAINED





## LIMITED LIFETIME **GUARANTEE**

Betacraft is committed to providing quality products. That's why we offer a Limited Lifetime Guarantee for the lifetime of the garment. 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 replacement.



Find out more: betacraftworkwear.com/pages/lifetime-guarantee

Distributors for workwear by Betacraft NZ Ltd in the UK:



## **Dairy Spares**

Godwin House Mullbry Business Park Shakespeare Way, Whitchurch SY13 1LJ, United Kingdom email: info@dairyspares.co.uk website: www.dairyspares.co.uk

## **SIZE GUIDES**

## Men's size auide

	CHEST	CHEST		WAIST		INSIDE LEG	
	cm	in	cm	in	cm	in	
XS	85	33.5"	80	31.5"	81	31.9"	
S	91	35.8"	84	33.1"	82	32.3"	
M	97	38.2"	88	34.6"	82	32.3"	
L	103	40.6"	93	36.7"	82	32.3"	
XL	109	42.9"	98	38.6"	82	32.3"	
2XL	117	46″	104	40.9"	83	32.7"	
3XL	125	49.2"	111	43.7"	83	32.7"	
4XL	133	52.4"	117	46"	84	33"	
5XL	141	55.5"	123	48.4"	84	33"	

## Women's size guide

	CHEST		WAIST		HIPS		INSIDE LEG	
	cm	in	cm	in	cm	in	cm	in
XS	82	32.3"	75	29.5"	92	36.2"	76	30"
S	87	34.3"	80	31.5"	97	38.2"	77	30.3"
М	97	38"	85	33.5"	103	40.2"	77	30.3"
L	102	40.2"	90	35.5"	107	42.1"	78	30.7"
XL	107	42.1"	95	37.5"	112	44.1"	78	30.7"
2XL	112	44.1"	100	39.4"	117	46"	78	30.7"
3XL	117	46″	105	41.3"	122	48″	79	31"

## Kid's size guide

	CHEST	WAIST		INSIDE LEG		HEIGHT		
	cm	in	cm	in	cm	in	cm	in
2	52	20.5"	45	17.7"	36	14"	92	36.2"
4	57.5	22.6"	50	19.7"	42	16.5″	104	41"
6	63	24.8"	55	21.7"	49	19.3"	116	45.6"
8	68.5	27"	60	23.6"	55	21.6"	128	50.4"
10	74	29"	65	25.6"	60	23.6"	140	55″
12	79.5	31.3"	70	27.5"	65	25.6"	152	59.8"
14	85	33.5"	75	29.5"	70	27.6"	164	64.6"

## Socks size comparison

	S/M	M/L	L/XL
NA/AU/UK (M)		6 – 10	11 – 13
NA/AU/UK (W)	4-9	9+	
EU	35 – 38	39 – 44	45+
USA (M)	3-6	7 – 10	11+
USA (W)	4-7	8 – 10	10



## BETACRAFT WORKWEAR

168 Main Stree Pahiatua, 4910 New Zealand

(a) hetacraftworkwear.com



## BETACRAFT. MAKING THE OUTDOORS EASY.







