



Media release

For immediate release

## **New endorsement partnership to help protect Australians from harsh UV radiation**

Recognising that good quality shade plays a vital role in reducing UV exposure, leading shade fabric manufacturer GALE Pacific has received endorsement for its range of architectural shade fabrics from Cancer Council. The endorsement covers GALE's flagship Commercial Ninety-Five® 340, Commercial Heavy 430 and Commercial DualShade® 350 ranges.

In a country with one of the highest rates of skin cancer in the world, the endorsement partnership brings together a pioneer of commercial shade with Australia's leading cancer charity that works across every area of cancer, from research, to prevention, to support.

Seeking shade, whether it be natural, built or portable, is recommended for sun protection when the UV level is 3 or above. Shade is one of the most effective forms of sun protection as it can block most of the incidental radiation (direct, non-scattered radiation) and shade structures can reduce UV exposure by up to 75%.

It's therefore no surprise the Cancer Council's iconic Slip-Slop-Slap campaign that first hit our TV screens in 1981 has been extended in recent years to include SEEK (Shade) and SLIDE (On Sunglasses).

GALE Pacific's Steven Bath says its shade fabric not only helps create more comfortable and beautiful spaces but also provides vital protection from the harmful effects of harsh UV rays.

"We're proud to announce our architectural shade fabrics are now endorsed by Cancer Council, which will help protect Australians when they SEEK shade, and reinforce the message of staying sun safe," Steven says.

Each year in Australia skin cancers account for around 80 per cent of all newly diagnosed cancers and sadly around 2,000 people die from this disease every year. However, more than 95 per cent of skin cancer cases are caused by unprotected exposure to UV radiation from the sun, meaning it is a nearly entirely preventable cancer.

"We hope together with Cancer Council we can drive home prevention messaging and provide peace of mind for homeowners, schools, councils and businesses that when choosing GALE Pacific, they're choosing high quality sun protective shade fabric," says Mr Bath.

Tanya Buchanan, CEO of Cancer Council Australia says Cancer Council is delighted to announce the new endorsement partnership with GALE Pacific Commercial Fabrics.

"GALE Pacific Commercial Fabrics not only brings innovation in sun protection, but will make a valuable contribution to our research, education and support programs and services. We look forward to working together to help reduce the impact of skin cancer in Australia," she says.



“At least 2 in 3 Australians will be diagnosed with skin cancer before the age of 70. Good quality shade plays a vital role in reducing UV exposure. Both GALE Pacific and Cancer Council share a commitment to education and innovation in shade products that protect Australians against the damage that can be caused by unprotected exposure to UV radiation.”

GALE Pacific takes great pride in manufacturing the highest quality shade fabric using premium-grade materials that stand the test of time and offer UV protection.

Fully tested according to AS4174 by the Australian Radiation Protection and Nuclear Safety Agency, GALE Pacific’s shade fabrics deliver a high level of UVE protection.

### **About GALE Pacific**

GALE Pacific offers one of the largest ranges of architectural shade fabric in the world. GALE Pacific invented high density polyethylene (HDPE) shade fabrics in the 1970’s and today is a leading global manufacturer with fabrics that are trusted to perform over time and provide long lasting sun protection and peace of mind to end users.

GALE Pacific develops products of the highest quality, consistency and integrity using premium-grade materials and latest manufacturing technologies. To guarantee quality, GALE Pacific knit its own shade fabric, and extrudes its own yarns.

The Architectural Shade Fabric range is also available in a Flame Retardant variant. GALE Pacific offers Australia’s most extensive range of Flame Retardant architectural knitted fabrics.

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