

How to Care for Your Atomic LAYR and GORE-TEX® Clothing

All Atomic LAYR fabrics - Active, Move, Protect, Protect LT - and GORE-TEX® products are built for durability and designed to perform. To keep them functioning at their best, regular care is essential.

These high-performance laminates rely on proper maintenance to stay breathable and protective. That means washing, drying, and occasionally reactivating the durable weather-repellent finish.

Here's how to care for your Atomic product so it performs at its best:

Before You Wash:

- Close all zippers, including front and pocket zips.
- Fasten straps and tabs and loosen any drawstrings.

Machine Washing:

- Wash at 40°C on a gentle cycle, unless noted otherwise on the label.
- Use a small amount of liquid detergent made for technical apparel.
- Rinse twice and spin gently to avoid stressing the fabric.
- Do not use powder detergent, fabric softeners, bleach, or stain removers.
- Do not wash with heavily soiled items.

Drying:

- Tumble dry on low heat using a gentle cycle or hang to air dry. Do not ever dry at a high temperature.
- Once dry, place the garment in the dryer for 20 minutes on low heat to help reactivate the DWR finish.
- If you do not have a dryer, use a warm iron (no steam) at a low temperature, placing a towel or cotton cloth between the fabric to protect the material, and the iron.

Refreshing Water Repellency (DWR):

- After every wash, check the water-repellent finish. If water no longer beads on the surface, it's time to restore the DWR.
- Use a spray-on or wash-in DWR treatment following the product instructions.
- After applying, tumble dry for 20 minutes on low or use a warm iron at a low temperature (without steam) with a towel barrier.

What is DWR and Why Does It Matter:

Durable water-repellent (DWR) treatment helps water bead up and roll off your gear instead of soaking in. It's a thin polymer coating applied to the outer fabric that reduces surface tension and keeps moisture on the outside.

Over time, regular use, dirt, sunscreen, detergents, and other substances can break down the DWR layer, causing the fabric to absorb water, even if the membrane underneath remains waterproof.

The good news: restoring DWR is easy with the right treatment and a little heat.

Pro Tip:

Always follow the care label inside your garment. It's the best guide for keeping your clothing in top condition.