



GOING FURTHER, TOGETHER

GORE-TEX® Fabrics: 50 Years Proven. Built for What's Next.

ANNIVERSARY MARKS FIVE DECADES OF SETTING THE BENCHMARK FOR PROVEN PROTECTION, AND MOVING FORWARD TOGETHER TO ADVANCE RESPONSIBLE PERFORMANCE FOR THE FUTURE

Elkton, MD — [May 11, 2026] — W. L. Gore & Associates (Gore), founder of the [GORE-TEX® Brand](#), marks 50 years of product innovation and leadership in fabrics. Since its consumer introduction in the Early Winters Light Dimension™ tent in 1976, Gore has expanded its portfolio into a globally trusted solution across garments, footwear, gloves. Today, GORE-TEX® Brand fabrics continue to add comfort while protecting people from everyday situations to the world's most demanding conditions.

As Gore marks this milestone, the company is not only reflecting on its legacy of innovation but also setting the course for the future. Since Bob Gore's [1969 discovery](#) of a lightweight, microporous material, GORE-TEX® Product technology has been driven by science-led exploration, transforming a breakthrough insight into one of the most influential materials platforms in performance fabrics. Today, that legacy continues through ongoing innovation and a commitment to advance [responsible performance](#), the belief that performance, durability, and sustainability must advance together. These efforts span the brand's fabrics business that extends across outdoor, professional, and defense applications, where reliable protection is critical.

"For five decades, GORE-TEX® Products have enabled people to perform in the toughest conditions," said Michelle Augustine, Gore fabrics business leader. "We continue to build on this foundation through innovation that helps our partners meet evolving needs while advancing responsible performance for the future."

Durability has long been a focus for Gore, and the company is now bringing that commitment to the forefront, emphasizing the design of longer-lasting products to help reduce resource use while maintaining performance over time. In parallel, Gore is collaborating with more than 45 stakeholders and Mid Sweden University's Sports and Outdoor Research Centre to develop a [global durability standard](#) for outdoor gear.

Innovation is at the core of Gore's fabrics business. The company continues to advance next-generation material science, including breakthrough technologies such as its expanded polyethylene (ePE) membrane and PYRAD® Fabrics by GORE-TEX LABS®, delivering trusted waterproof, windproof, breathable, and durable performance.

Gore is also innovating in how its materials are made by transitioning its manufacturing facilities to 100% renewable electricity and continuing to reduce environmental impact through the use of renewable energy, recycled and lower-impact materials, and [responsible manufacturing practices](#).

Anchored by the anniversary theme "50 Years of Going Further, Together," the brand's communications and activations will highlight how the GORE-TEX® Brand continues to advance high performance and responsible performance through science-led innovation and durable product solutions designed to help reduce impact over time. To mark the anniversary, Gore has launched a [multimedia resource](#) featuring a historical timeline, archive video, and imagery available through the GORE-TEX® Brand archive channel.

About Gore's Fabrics

Gore's fabrics business pioneered the first waterproof, windproof and breathable GORE-TEX® Product 50 years ago, leading the way for the technical, high-performance apparel industry and setting a new standard for performance apparel, footwear and accessories. Today, we continue to advance material innovation with technical apparel, footwear and accessories solutions that deliver trusted protection, comfort and durability across consumer, defense, safety and professional applications. Our portfolio includes leading brands-such as the GORE-TEX® Brand and SITKA® Brand, each built on deep scientific expertise and a commitment to responsible, high-performance design. gore-tex.com and goretexprofessional.com

About Gore

W. L. Gore & Associates is a global materials science company dedicated to transforming industries and improving lives. Since 1958, Gore has solved complex technical challenges in demanding environments—from outer space to the world's highest peaks to the inner workings of the human body. With more than 13,000 Associates and a strong, team-oriented culture, Gore generates annual revenues of \$5 billion. gore.com.

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