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Press Release: Wise Equestrian Presents Dutton RZ Saddles

27 April 2011 – Lexington, KY – WISE EQUESTRIAN PRODUCTS will unveil its line of DUTTON RZ SADDLES at the Rolex Kentucky three-day event in Lexington this week. The saddles were developed by four-star event rider and grand prix show jumper Ronald Zabala-Goetschel in partnership with Olympic Gold Medalist, 2008 Rolex Kentucky winner and 12-time US Eventing Association Rider of the Year Phillip Dutton.

Wise Equestrian is located at **Booth 26** in the Trade Fair at the Rolex Kentucky three-day event. They will offer two saddles as prizes during the Rolex Kentucky CCI4*: one to the overall winner and one to the horse and rider judged to have the Best Presentation after the two veterinary inspections.

Dutton and Zabala-Goetschel designed these unique saddles, which are currently available in dressage, show jumping and cross-country models, focusing on the comfort of horse and rider as well as the proper balance and fit to help riders improve their position and the effectiveness of their aids.

“I designed the WISAIR system and Phillip developed the angles, balance and fit to be most comfortable for horses and riders,” said Zabala-Goetschel, founder of Wise Equestrian. Dutton, who will compete in the saddles at this year’s Rolex Kentucky CCI4*, is now riding for Wise Equestrian and is also a partner in the business.

Dutton said, “I think saddle design, especially for cross-country saddles, hasn’t changed much in recent years and I felt a need for a lightweight saddle that breathes as the horse gallops along. With our saddles the movement of the horse keeps the air flowing through and the saddle really moves with the horse since it’s not as fixed as a traditional saddle. It fits well to the horse and gives the rider a unique feeling of being one with the horse.”

The saddles, which are manufactured of the highest quality leather in Argentina, come with a patent pending ventilation system called WISAIR, which increases air flow under the saddle as the horse moves. This provides outstanding benefits to both horse and rider as it contributes to a decrease in heat build-up and perspiration in the body areas that are in contact with the saddle. Consequently, there will be less heat on the horse’s back, resulting in less sweat, decreased risk of dehydration, and less sore, fatigued muscles which results in a faster recovery time.

Weighing in at only 9 pounds, 14 oz., these saddles are almost 4 pounds (28.57%) lighter than most jumping and cross-country saddles available on the market today. The decreased weight helps to increase horses’ speed and endurance, which combined with the benefits of the WISAIR ventilation system, improves performance and competition results.

“They say at the track that for every mile, one pound = one length. A four-star is four miles with about forty fences so I think that the lighter weight will make a lot of difference for the time and the amount of stress on the horse.”

Though any saddle pad can be used with these saddles, Wise Equestrian has designed and developed a saddle pad in cooperation with ECOGOLD that has ventilation in the same place as the saddle, which increases its effectiveness.

HOW THE WISAIR - SADDLE VENTILATION SYSTEM WORKS:

Air flow under the saddle is facilitated through the use of channels and apertures on the seat, panels, and flaps. This airflow is generated from a variety of sources, including but not limited to wind created from atmospheric conditions and from the movement and speed of the horse. Additionally, when riders sit on the saddle and then rise, they create a suction effect that pulls air from under the saddle, contributing to the generation of a consistent airflow. Furthermore, when horses gallop and they open their stride, their rib cage contracts as they exhale; then, when they compress their stride, the rib cage expands, creating a fire bellows or accordion effect which also generates a permanent airflow under the saddle.

In a test video created in Florida over the winter, one can easily see that after seven minutes of galloping under direct sun at 75 degrees Fahrenheit, almost no sweat can be seen on the horse's back when removing the saddle and pad.

The saddles, as well as bridles, girths and breastplates manufactured by Wise Equestrian will be available from quality tack stores as well online <www.wise-equestrian.com>. Beginning soon three retail trailers will travel to shows around the country. One will go to every competition that Dutton competes in, starting in June and in total the three trailers will go to about 120 shows per year. Wise Equestrian also has plans to produce and sell their saddles globally, and is in the research and development phase of creating an affordable line of saddles produced from synthetic materials.

ABOUT WISE EQUESTRIAN

Developed by Ecuadorean three-day event and Grand Prix show jumping rider Ronald Zabala-Goetschel, WISE EQUESTRIAN manufactures high quality leather goods in Argentina. The patent-pending WISAIR airflow system increases air flow to the horse's back to keep the horse cool, comfortable and performing its best. For more information please visit www.wise-equestrian.com.



Photo Credit: The Dutton RZ Cross-country saddle by Wise Equestrian, featuring WISAIR technology. This photo may be used free of charge only in relation to this press release. For more high-resolution images please contact Amber Heintzberger at amberwriter@aol.com