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Development Never Stops. These three words represent our principle: Continuous improvement. In every area and with the utmost attention, even to the smallest details. Years of experience give us the certainty and confidence that there is always room for optimization and we never cease striving for it.

In 2009, the design studio Development Never Stops was founded in Switzerland. At that time, the ability to develop prototypes of highly functional outdoor clothing on site was unique in Europe. Working with numerous industry leaders, we created innovations that were previously unthinkable.

Since 2018, we have been producing our own products, utilizing our in-depth knowledge of materials and cutting techniques, which has positioned us uniquely in the market today.

Our ability to develop our own fabrics is one of the reasons why our products meet the high standards we set for ourselves. Only by doing so, our product specifications become achievable.

We strive to exceed the limits of what is possible and harness the power of available technologies to optimize results. This is our philosophy, which guides all of DNS Alpha's products.

Accept the mission. Don't accept compromises.

For thousands of years, humans have been adapting to their environment. Our living conditions are constantly changing and evolving in every possible direction. This is precisely the challenge and the driving force behind all innovations. DNS Alpha follows this principle and continuously develops the interaction between technology, materials, and design – from prototype to production.





Material – developed for extreme requirements.

We collaborate with the leading producers of clothing fabrics to achieve a unique performance profile with our materials. If the project demands it, we develop custom material solutions in partnership with our suppliers, redefining the capabilities of clothing. Our experience and expertise include the production of exclusive FR fabric compositions, camouflage prints, and vector protection of all kinds.



Technologies

Cordura	The CORDURA® brand stands for advanced fabric technologies with the mission to offer innovative solutions that meet constantly changing needs.	
Gore-Tex	Gore-Tex fabric technology ensures the highest level of protection, comfort, and reliability. Selected high-performance textiles meet all requirements for their respective fields of application.	
Outlast	Thermal technology from Outlast sets standards in textile thermoregulation today. Instead of reacting to sweat, the development of moisture is prevented through proactive heat management.	
Alpha Merino	Our specially developed merino quality has a particularly high resistance to rough surfaces such as Velcro. This increases the lifespan of our Alpha Merino.	
Alpha FR BDU	The blend of cotton, Cordura, and elastane is treated to be flame-resistant. This composition is unique in the market and can withstand up to 100 washing cycles.	

Intelligent design follows every movement.

We base our cuts on empirical motion studies, as well-fitting clothing is essential for achieving maximum performance. In the DNS Alpha System Fit, all cuts and fits are harmonized with each other, avoiding pressure points and minimizing friction. The DNS Alpha System Fit offers maximum comfort and optimal freedom of movement. This ensures that the body perceives the clothing not as a foreign element, but as a natural extension, integrated into its behavior.

Our clothing system

Size selection

Within a field of application, our products are designed to allow all layers to be worn optimally on top of each other. So why do we call our sizing system DNS Alpha System Fit with sizes from 1 to 9? Conventional size designations such as S, M, L, or XL are not standardized and easily lead to the wrong size selection. Our size chart is optimized for quick and reliable determination of the appropriate size in our system. In all of our product categories, the sizes remain consistent: this is Alpha System Fit!

A L P H A
SYSTEM FIT

Layering system

Our cuts are defined in such a way that all products can always be worn on top of each other in a layering system. This applies not only to functionality and ease of use but also to material selection. Our system allows moisture vapor to quickly escape to the outside without allowing wind to enter. Therefore, only our rain protection clothing contains a waterproof membrane, not our insulation clothing.



We make technology accessible.



With detailed knowledge of each individual machine in the manufacturing process, we create blueprints that push the limits of what is possible with our products. We believe that our understanding of technology is a crucial prerequisite for fully comprehending and utilizing its capabilities. As a result, users of our products can always be confident that they are operating with the support of our entire knowledge and expertise.

In-House Prototyping

All of our samples are developed in-house, sewn on and tested for fit and function. This enables us to deliver prototypes promptly and discuss them in detail with our customers.

Only after approval, the prototypes are coordinated and counter-sampled with selected producers.

Producers

We work closely with our specialized partner companies in production. Our network consists of experts for each layer of clothing. DNS Alpha products are manufactured in Asia and Europe. We place importance on the ISO certification of our production facilities.

Through long-term collaboration with our producers, we also cover the implementation of camouflage patterns of all kinds.

Custom-made products and small series

Through our development processes, we have the ability to quickly adapt to individual requirements. We are well prepared to produce smaller batches and meet tactical demands without compromise. All custom orders are developed in close collaboration with

customers and end-users. Our services include material procurement, pattern making, prototyping, and manufacturing.

Our registry system creates standards for all products.

We catalog the properties of our products in a registry system. This system allows for a quick overview of the multitude of functions used. Each digit of the three-digit numerical system encodes a defined property and effectively reflects the functional diversity of our products.



Categories

The following abbreviations represent the five DNS Alpha registry categories:

- PM** Product feature
- QM** Quality feature
- ME** Material property
- FR** Flame resistance
- SW** Cutting style

Explanation of flame resistance levels

- Level 0:** No flame protection. Products consist primarily of melting and drip-ping materials.
- Level 1:** Natural flame protection. Products are made of natural materials and offer some protection.
- Level 2:** Treated flame protection. Products are made of non-flame-retardant materials that achieve flame retardancy through treatment. Up to 100 washing cycles are typically guaranteed.
- Level 3:** Inherently flame retardant. Products in which the materials used are inherently flame retardant. Known under brand names such as Nomex or Gore-Tex Pyrad.

Systematic precision



Fields of application

Our goal is to optimize human performance through clothing. To meet different expectations, we consider various application areas with varying requirements profiles. Factors such as duration, intensity, and field of application are taken into account during our analysis. Our clothing system is designed to be intuitively usable and is equipped with features that provide practical value through careful observation and attention to detail.

Essentials

Designed for daily use. Generally high functionality to provide the widest possible range of applications. Suitable for both civilian and professional use. Essentials do not have Velcro loop panels on the upper arm.



Law Enforcement

Created for police and security forces. Offered in colors that are suitable for this particular use. The concept is based on wearing the protective vest as the outermost layer over all products. Zippers and pockets are optimized for wearing protective vests, including upper arm protection. The zippers on the upper arm are designed to close downwards to prevent pressure points caused by upper arm protection.



Armed Forces

Developed for military operations. Construction and colors specified for tactical requirements. Items can be produced in all camouflage prints and can also be equipped with vector protection. Cold and rain protection jackets are designed to be worn over protective equipment. They have an upper arm access point that allows the use of the combat shirt in all situations.



Industry

To be used in industrial settings. Technical customized solutions for demanding industrial sectors. The design of the products allows for their use with harnesses and restraint systems, with the harness always being the outermost layer.





Product categories

We strongly believe that only a holistic approach in a clothing system can fully utilize its maximum potential for performance. Our product lines are designed so that each individual piece functions exceptionally well on its own and works together seamlessly when combined.



Every system is only as good as its base. Following this principle, our underwear has a unique fabric quality. Alpha Merino is more durable than conventional merino qualities without sacrificing performance. Optimal moisture management and comfortable wearing sensation are guaranteed. Our Alpha Merino is inherently flame-resistant.

- Assortment**
- Merino Slim T-Shirt
 - Merino Slim Longsleeve
 - Merino Shorts
 - Merino Tights
 - Slim Longsleeve FR
 - Tights Long FR

Technologies



Fields of application



Combat uniform

Demanding missions require combat uniforms that function without compromise. We have co-developed a fabric that meets these requirements and forms the basis for our durable range of combat uniforms for military and police. Despite its high abrasion resistance, the material remains elastic and pleasant to the touch, providing maximum ergonomics.

Assortment

- Combat Shirt FR LE
- Combat Pants FR LE
- Intervention Jacket FR LE
- Combat Shirt LE
- Combat Pants LE
- Intervention Jacket LE
- Intervention Pants

Technologies



Fields of application



Isolation clothing

Our goal is to provide isolation clothing that solves the challenge of finding the right balance between feeling too cold or too sweaty. We place great emphasis on maximum freedom of movement with minimal weight. For an optimal body climate, we have developed our own lining that is breathable and wind-permeable to the outside. For the outer layer, we use reliable wind- and water-resistant material that also has high durability.

Assortment

- Light Insulation Jacket LE
- Light Insulation Hoody ES
- Light Insulation Hoody LE
- Mid Insulation Jacket LE
- Mid Insulation Hoody ES
- Mid Insulation Hoody LE
- Heavy Insulation Hoody LE

Technologies



Fields of application



Rain protection

A well-equipped gear includes a protective layer against rainy weather. Our rain protection clothing, always carried but not always in use, provides reliable waterproofing that is not compromised by frequent folding and packing. We only use durable and breathable materials for our rain protection clothing, including an extremely resilient Gore-Tex® membrane with optimal breathability and low weight.

Assortment

- Gore-Tex 3L Jacket LE
- Gore-Tex Hoody LE
- Gore-Tex 3L Bib Pants LS LE
- Gore-Tex 3L Pants LE
- Gore-Tex 3L Jacket FR LE
- Gore-Tex 3L Bib Pants FR LE

Technologies



Fields of application



Accessories

The attention to small details distinguishes good from excellent products. We hold the same quality standards for our accessories as we do for our products from other lines. Through continuous development and systematic field studies, we offer a small range of accessories that seamlessly integrate into the Alpha System Fit.

Assortment

- Neck Gaiter FR
- Balaclava FR
- Merino Beanie
- Merino Neck Gaiter
- Storm Balaclava

Technologies



Fields of application



Milestones and achievements

History

Since 2001
Market experience and product design:
Development of highly functional outdoor clothing.

2009
Establishment of Development Never Stops:
Development studio for innovative sports and outdoor brands.

2018
Independence of DNS Alpha Switzerland:
Own collection based on years of experience.

2018
Foundation of the subsidiary DNS Alpha EMEA:
International market entry and establishment of country representations.

Awards



