

Thermore presents

## THERMORE® ECODOWN®: **GREEN IS THE NEW BLACK.**

We live in a world where new generations are extremely conscious about the fact that Earth's resources are limited. More and more people are embracing a lifestyle that emphasizes our love and respect for animals and the environment.

For example, this point of view is reflected in the fact that animal fur has been virtually banned from most of outerwear collections.

Down feathers are often plucked from live animals and many of us still keep vivid memories of the disturbing videos showing the cruel systems used to harvest feathers. So, why would we continue to use down filled jackets when there are more sustainable alternatives? Thermore has always been at the forefront in developing durable and resistant thermal insulation with a strong emphasis on sustainability.

In the mid 80's, Thermore was the first company to introduce a thermal insulation made from recycled fibers from PET bottles. Thermore has mastered the use of recycled fibers like no other company in the industry the last 30 years. All of this experience and knowledge in sustainability has now been focused on the introduction of the new 100% recycled Ecodown® thermal insulation- offering the market a warm, soft, durable and sustainable alternative to down.

Thermore® has now taken the next major step towards sustainability by converting the entire Ecodown® product line to fully recycled fiber content, derived exclusively from PET water bottles.

The new Ecodown® is the only synthetic product in

the market to be made from 100%, post-consumer plastic bottles. This allows the reuse of a considerable number of bottles, which would have otherwise ended their useful life as waste in a landfill. Depending on the application, outerwear insulated with Ecodown® can save up to 10 bottles per garment! Also, using PET bottles instead of oil will help protect energy reserves for future generations.

What's equally impressive is that the new Ecodown® 100% recycled thermal insulation does not require special quilting restrictions or fabrics- and can be washed and/or dry cleaned with confidence. This high level of durability equates to exceptional, long term warmth over the life of a garment.

A wide variety of weights and thickness options (over 20 variations!) cater perfectly to every possible design requirement.



**10 PET BOTTLES**





THERMAL INSULATION EXPERTS  
SINCE 1972

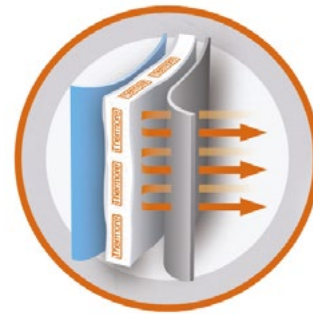
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## About Thermore®

Thermore was founded in 1972 in Milan and is a worldwide leader in the research, production and marketing of thermal insulation for apparel with operations in Europe, USA and Asia including production facilities in Thailand and offices in Hong Kong.

The global presence of the Thermore Group makes it possible for international clients to benefit from its market leading experience at a convenient and cost effective price point.

Thermore's current product range includes **Classic**, **Thermal Booster**, **Ecodown®**, **EVOdown®**, **Pro**, **Stretch** and **Aria**.



Thermore is a member of the **Outdoor Industry Association** ([www.outdoorindustry.org](http://www.outdoorindustry.org)), **SnowSports Industries America** ([www.snowsports.org](http://www.snowsports.org)) and of the **Camera Nazionale della Moda Italiana** ([www.cameramoda.it](http://www.cameramoda.it)).

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**13 - 16 July 2016**

European Outdoor Trade Fair  
Neue Messe 1, 88010 Friedrichshafen  
Thermore Booth Number: Hall A6 - Stand 203



**03 - 06 August 2016**

Salt Palace Convention Center  
Salt Lake City, Utah USA  
Thermore Booth Number: 40046

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