



1230 WEST MOREHEAD STREET - SUITE 208
CHARLOTTE, NC 28208
704 377 9660 • FAX 704 377 9662

WWW.THUGHTVILLE.COM

PR Contact: joseph@jcthomas.com
Phone: 704-377-9660 ext. 11



THERMAL INSULATION EXPERTS SINCE 1972

For Immediate Release
Contact:
Joe DiGirolamo
Director of Sales for North America
Thermore®
Phone: 800-871-6563
Email: Joe.DiGirolamo@thermore.com

High-resolution product photos available, low-resolution attached

Thermore®: New Recycled Insulation Targets Sleeping Bags

Seattle, WA, July 3, 2008 — Thermore®, the thermal insulation experts since 1972, has introduced another new and innovative “green” thermal insulation made from recycled polyester fibers.

Thermore® HD-Green thermal insulation is comprised of a minimum of 70% recycled PET fibers (derived from plastic bottles) and was developed for the unique needs of the technical sleeping bag market.

Thermore® has garnered an excellent reputation for developing sustainable and recycled thermal insulation products over the past few years in the outerwear industry. Joe DiGirolamo, Director of Sales for North America notes, “Many consider Thermore® to be the technical leader in recycled thermal technology. The HD-Green product takes our experience a step further and applies it to a market with very specialized needs. HD-Green is more than an eco-friendly product; it also offers complete performance not previously seen in this market segment.”

The HD-Green is exceptionally warm and soft with the highest thermal efficiency per unit of weight in the eco category. Its multi-layered construction offers excellent uniformity to help eliminate cold spots. The exceptional water repellency makes it the perfect thermal

insulation for even the most extreme conditions. Furthermore, the fibers are bonded together via an advanced method which is completely water-based and free of any resins or solvents. So, not only are the fibers eco-friendly, but the manufacturing method itself is one of the "greenest" to date. This innovative new process also yields an insulation that has good multi-directional strength and durability.

Thermore® plans to introduce HD-Green at the Outdoor Retailer Summer Market Show, August 8-11, 2008, in Salt Lake City, UT.

Historically, Thermore® has been at the forefront of researching more efficient production systems and the use of sustainable raw materials. Thermore® continues to research and develop innovative products to meet the needs of the consumer while at the same time minimizing its impact on the environment.

Thermore®

Thermore® specializes in the development, manufacture and sale of thermal insulation for outerwear and related products. It is one of the leading companies in the global textile industry. Established in Milan, Italy in 1972, the company has a commercial network at an international level and offers a comprehensive collection of thermal insulations. The research into new technologies, as well as understanding the needs of its customers, is the main focus of the group. The aim of Thermore® is to offer state-of-the-art products, optimize production processes, maximize investments and respect the environment.

For more information on Thermore®, please visit www.thermore.com.

--END--