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THERMAL INSULATION EXPERTS SINCE 1972

For Immediate Release

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*High-resolution product photos available, low-resolution attached*

## **Thermore® HD-Pro for Sleeping Bags Continues to Expand**

*Designed for Performance and Comfort*

**Seattle, WA, October 30, 2008** — **Thermore® HD-Pro** thermal insulation, made of 100% polyester fibers and designed for sleeping bags, is now available in additional weights to best fit the end use and reduce weight.

Thermore® is now offering HD-Pro in 65 and 90-gram weights to further meet the demand for lightweight performance. HD-Pro, first introduced this summer during the Outdoor Retailer Summer Market Show, was offered in a 120-gram weight and designed to meet the specialized needs of the technical sleeping bag market. When compared to traditional sleeping bag insulation products that have been used in the past, HD-Pro represents a higher level of performance and offers the highest clo value per weight based on independent testing.

HD-Pro's advanced insulation technology uses an innovative fiber bonding system for all around performance. The end result is a technical insulation that offers multi-directional strength and enhanced resistance to washing and general wear. HD-Pro's unique manufacturing process offers excellent consistency to help eliminate cold spots. Its high loft level and ultra-soft hand offer superior comfort with unsurpassed thermal efficiency. Plus, it's highly water repellent and quick drying for extreme conditions.

Joe DiGirolamo, Director of Sales for North America notes, "Thermore® is considered by many in the industry as a specialist in thermal insulation. We already have an excellent reputation for developing innovative insulations for the outerwear market. The HD-Pro was designed as a market specific product based on a different set of needs for sleeping bags. We applied our knowledge and experience in this area with the intention of making the best overall product. The HD-Pro is an exciting alternative to what is currently available in the market. The addition of the 65 and 90-gram articles will nicely complement the 120-gram material and allow for a truly customized sleeping bag. Our customers can now mix and match our products in the same bag to control weight and apply the correct insulation to the area of the bag where it can be most beneficial. We expect this same versatility to soon be available in our recycled HD-Green product."

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

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](http://www.thermore.com).**

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