



THERMAL INSULATION EXPERTS SINCE 1972

Reliability and assurance – that's what you expect from a brand

Disturbing news from the economy and much insecurity will accompany the year 2009 and the season s/s 2010. These are times when reliable suppliers and real partnership are essential. Thermore, the specialist for high-tech thermal insulation in apparel feels well prepared for the coming challenges. With its international network the Milan based textile company has achieved a status which is rather exceptional and is paying off today: Thermore stands for a real brand product.

The reason why international designers from fashion and sports brands like Ermenegildo Zegna, Prada, Burberry, Colmar, Mammüt und Norrøna are using Thermore articles lies in the fact that Thermore has become a synonym for superior quality of a specialist. „Many garment companies are using the labels of suppliers in order to underline their own statement of quality“, Peter Mügge, sales manager for Europe declares. „They are searching for continuity and the high level in product quality, innovation and service.“

In the past only man made fibre and membrane companies had been able to escape the namelessness in the textile supply chain. In the beginning of their life cycle the membrane brands for example have been able to ask for monopolistic prices due to the technical uniqueness of their products. With these extras profits that otherwise hardly exist in the textile trade they were able to invest heavily in marketing which resulted in a real consumer brand recognition. This was often stronger than the one of the related sports or fashion brand. But this is quite a rare phenomenon. The competition is just too strong and the price sensitivity too high to be able to quote prices that include enough margin for heavy advertising spending. Even for outstanding innovations the barriers are high. The raw materials and manufacturing are too expensive and additional mark-ups would make the end-product unaffordable.

Thermore found its way from an anonymous textile supplier to the end-consumer without investing huge budgets. But the long way through the textile supply chain is making the communication very difficult. Even on the first step to the direct customer - the clothing brand - there are different partners to be convinced: The central office with design, distribution and marketing, the sourcing agent and/or purchasing office in the region of production and finally the factories. Therefore the branded padding has to prove superior product properties and delivery service again and again in order to justify the premium prices. But if and how these benefits are communicated to the end-consumer is in the hands of the product management of a garment brand.

However, the brand building is only working if Thermore, as the ingredient brand, is fitting to the fashion brand. The padding specialist is following strict guidelines and is working only with the brands which are distributed in the specialised retail. Short term profits with big orders from super market chains or similar forms of distribution would damage the own image and turn off luxury brands like Prada. They know exactly about the superior functionality of famous ingredient brands, be it for padding, zippers or shoe soles. The end-consumer is getting a clear signal from the hangtags and labels: This is quality. If he for example is buying a Thermore-equipped ski jacket he gets the information and the re-assurance that his new item is protected from unpleasant fibre migration. With the integrated certificate number he can find out via the Internet if it is really original Thermore padding.



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For its products with unique properties Thermore is giving out add-on labels together with the standard hangtags in which all qualities are described. For "T37 Dynamic" there is for example a temperature diagram that visualises the specific function. But also for "Rinnova" there are comprehensible symbols that explain the use of 100 percent polyester.

Experience shows that beside the hangtags the woven labels are well received by the garment brands, says Peter Mügge. "They are given free of charge and can even be customised with the client's own logo." Thermore is completing its presence with high-class brochures, displays and an extensive information pool on the website. Own booths on international trade shows like ISPO and munichfabricstart – pre collections in Munich (D), Milano Unica in Milan (I) Intertextile Shanghai in Shanghai (CN) and Outdoor Retailer in Salt Lake City (USA) support the permanent communication with existing and potential customers.

This „guerrilla tactic“ and the long-term reliability in quality and service have made Thermore to one of the world-wide leading manufacturers of thermal insulation materials for sport and fashion. A strategy that will also in the future be part of the company's philosophy.

Thermore Contact:

Peter Mügge, In der Ley 5, D-45549 Sprockhövel

Telefon: 0049 2339 912694 ++ Mobil: 0049 175 2653088 ++ E-mail: peter.muegge@thermore.com

Thermore S.p.a. is specialised in thermal insulation for the sports and clothing industry and is part of Gruppo FI.SI (Fibre Sintetiche), to which belong as well Thermore Far East Ltd. and Thermore USA Inc. Worldwide approximately 100 people are working for the company. A global distribution network of seven international sales offices on three continents is keeping close contact to the customers: Milan (I), Hongkong (CN), Sprockhoevel (D), Moscow (RUS), Prague (CZ), Olympia (Washington State, USA) and Cornelius (North Carolina, USA). Production sites are in Thailand, Italy and the USA.