



Thermore Taps Hill & Company

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Seattle, WA – Thermore® Thermal Insulation has selected Hill & Company as its public relations counsel. The company is a global manufacturer of high-tech insulation used in rugged outerwear, skiwear, work wear, footwear, gloves and industrial apparel.

Thermore insulation was originally designed to protect world-class winter-sports athletes, including top national ski teams and climbers, helping them perform at their best. Today, Thermore makes and markets multiple insulation products ranging from ultra-thin for maximum flexibility to water-resistant and ecologically-friendly synthetics. The company also manufactures a special scent-proof insulation used exclusively in hunting garments.

Hill, located in Colleyville, TX, was chosen to provide a full range of public relations services including, editorial, print, broadcast and online promotion as well as event planning. The 20-year-old, full-service advertising and public relations agency serves clients in the automotive, golf, healthcare, hospitality, manufacturing, outdoor, pet, pharmaceutical and real estate industries.

Thermore is a high-tech addition to Hill's client list.

The key to the company's unique insulation is a patented low-density construction that traps massive amounts of air, the most effective thermal insulator. On the leading edge in thermal insulation technology, Thermore is a pioneer in the development of advanced fibers and innovative structures that help outdoor enthusiasts maintain their natural warmth even in extreme environments.

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“Hill & Company has an impressive history of creating awareness for outdoor companies and helping them tell their story,” said Joe DiGirolamo, Thermore’s North American sales manager. “Its results-driven record and two decades of PR experience made them the logical choice for Thermore.”

Thermore was founded in 1972 and has North American offices in Charlotte, NC, Rochester, NY and Seattle, WA. For more information, visit www.thermore.com.