

[News](#) May 30, 2023

Thermore introduces ocean-bound raw fibre to reduce plastic waste

Ecodown Fibres Ocean is crafted entirely from 100% ocean-bound raw materials, showcasing Thermore's dedication to combating pollution and promoting cleaner oceans.

By Isatou Ndure



Microfibres, known for their detrimental effects on water bodies and food chains, have been completely banned from all Thermore products. Credit: Thermore

Ecodown Fibres Ocean by Thermore is made entirely from ocean-bound raw materials, specifically sourced from PET bottles. It is environmentally friendly and contributes to the reduction of plastic waste in our oceans.

The company's long-standing commitment to environmental

sustainability has driven Thermore to implement significant measures to

address the impact of its products on the planet.

To further emphasise its commitment to sustainable practices, Thermore has also increased the recycled fibre content in its best-selling product, Thermore Classic. With the content now reaching 75%, Thermore continues to offer designers an ultra-versatile thermal insulation solution that aligns with their sustainability goals.

Microfibres, known for their detrimental effects on water bodies and food chains, have been banned from all Thermore products. The company reports that ocean-bound plastics are responsible for 80% of plastic pollution in oceans and have been identified as a significant environmental risk.

Ecodown Fibres Ocean represents a breakthrough solution to these challenges, Thermore says. This thermal insulation material, part of Thermore's Ecodown Fibres line, offers softness and high resistance to clumping.

Thermore's innovative approach extends beyond product development. The company has invested in a state-of-the-art production site in Hong Kong, where Ecodown Fibres Ocean is manufactured. This facility adheres to stringent environmental standards and has earned the Ocean Cycle certification, validating Thermore's dedication to sustainable manufacturing practices.

[Lululemon and Samsara Eco claim to be creating the world's first infinitely recycled nylon and polyester and are said to be paving the way for lower-impact alternatives for performance apparel.](#)