

Fibres/Yarns/Fabrics Swiss army knife of free fibres

Construction will turn sceptics into enthusiasts, company says.



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Ecodown Fibers Genius is the name of a new free fibre concept from Thermore for outdoor apparel insulation.

The specially engineered structure of fibres is said to naturally intertwine to minimise cold spots and clumping, creating an even and stable layer of insulation. Thermore claims it is so effective it will turn anyone sceptical about the use of free fibres in place of bonded rolled products into an enthusiast.

The free fibre construction also boosts durability and makes the insulation very easy to use - it can be blown in baffles and panels, and even hand stuffed, and can also be used with custom patterns and squares (plaid constructions).

Ecodown Fibers Genius is also the only free fibre solution that is so durable that it becomes up to 10% warmer after washing and Thermore is dubbing it "the Swiss army knife of free fibre products", since it allows for unlimited designs.

Thermore, based in Milan, Italy, specialises in the research, development, production and marketing of high-quality thermal insulation for apparel, catering to brands in the outerwear industry through a global sales network and production plants in both the Far East and Europe. It was the first company to launch a sustainable insulation in the 1980s and is now highly concentrated on eco-friendly innovation, mostly using polyester fibres recycled from PET bottles.

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