



INSULATION EXPERTS SINCE 1972

ECODOWN® FIBERS

The insulation with no down... sides

Despite the efforts of the apparel industry to move towards a more **sustainable** and **cruelty-free approach**, recent surveys report that 80% of cold weather clothing is still insulated with duck feathers. This is mainly due to the lack of a synthetic solution that provides the same look and loft as down. Thermore® takes the first step towards sustainability by releasing a truly revolutionary and blowable product: **Ecodown® Fibers**.

THERMORE®

ECODOWN® FIBERS

PUFFY WITH **NO DOWN** SIDES

- >600** PUFFIER: 600+ FILL POWER
- WARMER
- SUPER DURABLE
- UNIQUE MULTI-SHAPE STRUCTURE
- ANIMAL FREE AND 100% RECYCLED FROM PET BOTTLES

Thermore®
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Ecodown® Fibers advertising campaign.

Ecodown® Fibers ensure **the same loft** as high quality 90/10 feathers and can likewise be blown into a garment. The loft of down products is calculated with the “fill power test”: fibers are blown through a cylinder and their volume is measured. The higher the “fill power”, the puffier the jacket. Tests performed on Ecodown® Fibers have reported an outstanding **fill power of over 600**, which is how the product is able to guarantee that “puffy” look. Moreover, this insulation is incredibly durable: its one-of-a-kind multi-shape structure allows **high resistance** and prevents it from clumping when washed.



Close up of Ecodown® Fibers unique multi-shape structure.

Not only are Ecodown® fibers animal-free, but they are also made from **100% PET bottles**. Every jacket insulated with Thermore®'s fibers allows recycling up to 10 post consumer bottles. Along with a warm feel, the insulation achieves a soft touch **without the use of microfibers**, which would contaminate oceans and, ultimately, our own food.

You can expect to see Ecodown® Fibers presented at the forthcoming trade shows around the world: **Milano Unica** (10-12 July), **Performance Days New York City** (23-24 July), **Outdoor Retailer** (23-26 July), **Munich Fabric Start** (4-6 September), and **Première Vision** (19-21 September). For those who cannot make it to the shows, Thermore® has also recently released their **new ad campaign** with a catchy video to promote the product, featuring Thermore®'s best friend, Zorba the Duck (<https://www.youtube.com/watch?v=b5GqdvikKTM>).



Ecodown® Fibers advertising video featuring Zorba the Duck.

Designers can finally let their creativity flow with no limitations, knowing Ecodown® Fibers will allow them not only to recreate that **puffy down look**, but also to support **environmental sustainability**.