

New Ecodown Fibers collection - super puffy to ultra-light

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Thermore entered the free fibre market with a bang in 2018 with the original *Ecodown Fibers* line- the industry finally had a free fibre product that offered softness and warmth- but with excellent durability.

In 2019 Thermore added colour to the mix, and the wide success lead to opening a new factory in Asia to keep up with demand. Additionally, in order to guarantee quality of the finished products, Thermore launched the Ecodown Fibers Factory Audit System, with more than 200 vendors in Asia being audited as of today.

Thermore firmly believes that blow-in fibres represent the future of the insulation market and using Thermore's advanced technology and know-how will be the key for the success of this category.

"It is now time to bring the free fibre platform to the next level", says a Thermore spokesperson. "Thermore is the first global insulation company in the world to expand blown-in fibres into a full collection, to fulfil most of designers' needs and even dreams."

The new expanded offer now includes the revolutionary Ecodown Fibers 2.0, a super puffy blown fibre product suitable for wider baffle widths (up to 20cm). It offers amazing loft and visuals that are unmatched in the industry- still Thermore's proprietary technology regulates the warmth and avoids over-heating, thus keeping users comfortable.

Insulation experts since 1972

On the opposite side of the spectrum, Thermore is launching the innovative Ecodown Fibers Light, which delivers an extremely soft, yet ultra-light free fibre insulation that is 20% warmer than comparable products. Ecodown Fibers Light is also highly packable, which makes it ideal for people on the go.

And of course, all Ecodown Fibers are designed to be resistant to clumping, and they are made of 100% recycled fibres from PET bottles.

When you add it all up, Thermore is offering a full-force product line with 5 different free fibres items. This new Collection of Ecodown Fibers products has evolved to meet the specific needs of various markets and offers something for everyone.

Based in Milan, Italy, Thermore is specialized in research, development, production and marketing of high quality thermal insulation for apparel. Through its global sales network and its productions in the Far East and in Europe, Thermore caters to the best brands in the outerwear industry. Thermore was the first company to launch a sustainable insulation in the 80s and is now highly concentrated on eco-friendly innovation, mostly using polyester fibres recycled from PET bottles.

