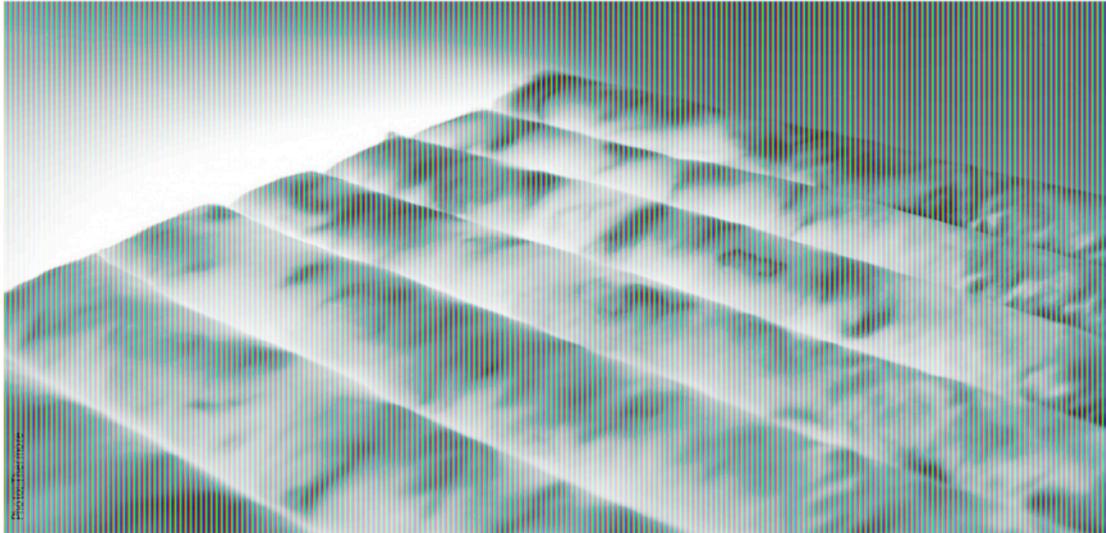




INSULATION EXPERTS SINCE 1972

SPORTSWEAR INTERNATIONAL



"Turning insulation into art" is Thermore's claim for the new Ecodown Fibers Marble

[HOME \(/\)](#) / [NEWS \(/NEWS\)](#) / [STORIES \(/NEWS/STORIES\)](#)

FABRICS

How Thermore's new paddings also bet on aesthetics

by **Maria Cristina Pavarini** – August 08, 2019

Thermore has just launched Ecodown Fibers Marble, an irregular marble-effect eco-friendly padding, and Ecodown Fibers Black, entirely made of black fibers, both made from 100% recycled PET bottles. The company explains how these products differ from others.

Thermore has just launched its new Ecodown Fibers Marble. How does it differ from other paddings you have available in the market?

The new Thermore Ecodown Fibers Marble is a real innovation in the padding market we achieved through a lot of experimentation.

Ecodown Fibers Marble and Ecodown Fibers Black occupy a significant space and have a high fill-power. They are extremely long lasting, are 100% recycled and use the most advanced technology in the field of free fibers. In addition, Ecodown Fibers Marble, thanks to a special mix of white and black fibers, can guarantee to each garment an exclusive final effect.

Why did you decide to launch this padding? Did you discover that consumers were looking for such a product or did brands ask you to create it?

A year ago we had presented two products that were very successful—and forerunners of this most recent one—Ecodown Fibers Loft and Soft.

The market accepted so positively and enthusiastically those paddings made with a sustainable free fiber that they became our bestseller in a very short time. For this reason we are now installing a new plant through which we can increase our productivity and satisfy the always higher request for this fiber.

In Thermore we have always been careful and receptive for developments from the textile sector and to our clients' requests. By evaluating and analyzing their needs we decided to start producing this new product.

Today the market offers many resistant and lightweight fabrics that are also almost transparent.

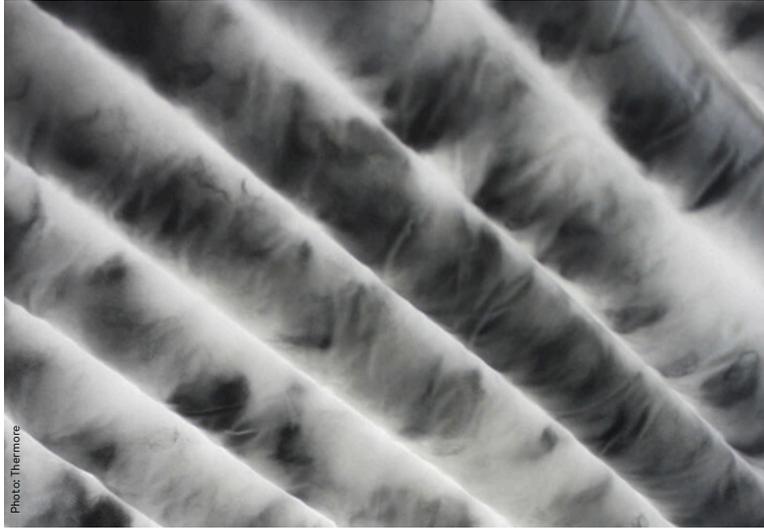
For this reason we understood that the apparel market was ready for the new challenge to use the padding in order to add a new unique style element to clothes.

To which market segments is this new padding aimed?

Thermore products are equally aimed at the fashion, sportswear and outdoor segments and all strongly caring for quality. In fact, each Thermore product is tested and launched in the market only after it has passed our high quality tests. By creating Ecodown Fibers Marble we also wanted to add an aesthetic component and offered two new paddings—one made up of a mix of white and black fibers and another one in a total black version.

Is this padding available in one weight only?

Thermore Ecodown Fibers Marble is a free fiber padding that is used by injection only. The quantity of fiber to be offered can be decided by the client according to the heaviness and warmth it wants to convey in the garment.



Ecodown Fibers Marble by Thermore

Is this padding certified?

We are working in order to obtain all the certifications that we usually require for our products.

Moreover, as this padding is entirely new and different we will build a new productive plant specifically dedicated to Ecodown Fibers Marble. Therefore we will have to wait for technical timing for auditing of the various certifying entities.

Do pieces of clothing made with this padding require specific home care?

As all of the Thermore products, Ecodown Fibers Marble also passed our washing tests. Ecodown Fibers Marble, as its precursor Ecodown Fibers, can be washed with a delicate 30° hand or laundering wash.