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PRIMALOFT LAUNCHES FIRST HIGH-PERFORMANCE DOWN BLENDS PRODUCT FOR 2014

*First Combination of Water-Repellant, Fluorocarbon-Free Treated Down with Synthetic
Insulation for Ultimate Warmth When Wet*

ALBANY, N.Y. (December 2013) – PrimaLoft (www.primaloft.com), the world leader in comfort solutions and high-performance insulations and fabrics, announces the launch of its new PrimaLoft® Performance Down Blends, hybrid designs combining water-repellent, fluorocarbon-free down blended with PrimaLoft® insulation. A global first, this hybrid insulation engineered by intimately blending premium down with moisture blocking, permanent water repellent PrimaLoft® ultra-fine fibers combines the best qualities of both materials and offers warmth, protection, outstanding dry times, and comfort no matter what the conditions. As an entry into a new category, it is bluesign® certified and will be available for Fall 2014 in Gold and Silver series.

“PrimaLoft Performance Down Blends are setting a new standard for functional, water-repellent down,” said Mike Joyce, PrimaLoft CEO. “The proprietary blend of our PrimaLoft insulation with environmentally-friendly processed, water-resistant down is something our brand partners – and the market – had never seen before. It gives consumers the freedom to go further and into more diverse climates where no other insulation has been able to go, while still delivering the thermal and wet-weather performance properties expected from PrimaLoft.”

PrimaLoft® Gold Insulation Down Blend has comparable warmth in construction to 750 fill goose down. PrimaLoft® Down Blend Silver provides comparable warmth in construction to 650 fill down. Both Gold and Silver level products retain more than 94 percent of warmth when wet and dry four times faster than untreated down.

PRIMALOFT LAUNCHES PERFORMANCE DOWN BLENDS

“When we first saw the PrimaLoft® Performance Down Blends product, we felt we were looking at what could be the most disruptive and commanding new insulation technology of the decade,” said Tim Bantle, director of apparel, Black Diamond Equipment. “The PrimaLoft team has been exceptional in providing us with the tools we need to make our fall ‘14 collection exceed what our customers have come to expect.”

PrimaLoft uses only premium-quality down from socially responsible sources, tested by IDFL and EDFA (IDFL – International Down and Feather Testing Laboratory, EDFA – European Down & Feather Association). The down undergoes the PrimaLoft patented fluorocarbon-free chemistry processing. This makes the down water repellent and breathable, as it retains its structure even when wet. After this processing, the treated down is intimately bonded with the permanent water repellent, ultra-fine PrimaLoft® fibers, providing superior softness and loft, hydrophobic benefits and outstanding cold and wet-weather warmth and performance.

Outdoor brands that will be debuting PrimaLoft Performance Down Blends product for fall ‘14 include adidas Outdoor, Black Diamond, Helly Hansen, Sherpa, Sunice and Under Armour.

About PrimaLoft®

Celebrating its 25th anniversary, the PrimaLoft® brand is the research and development global leader in high-performance insulations and fabrics, providing feel good products that enable you to stay in the moment.. PrimaLoft® insulation was originally developed for the U.S. army as a water-resistant, synthetic alternative to down. PrimaLoft® products are used in leading outdoor and fashion brands, home furnishings, work wear, hunting and military applications and are warmer, drier, and softer than any other synthetic insulation. For more information, visit www.PrimaLoft.com. PrimaLoft, Feel the Performance

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