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PRIMALOFT SHOWCASES EXPANDED BRAND ADOPTIONS OF THERMOPLUME, FIRST BLOWABLE SYNTHETIC INSULATION, AT OUTDOOR RETAILER + SNOW SHOW 2018

More outdoor and fashion brands turning to ThermoPlume, most powerful, blowable synthetic alternative to down, to provide more design and style choices for retailers and consumers

LATHAM, N.Y. (January, 2018) - PrimaLoft, Inc., the world leader in providing comfort solutions with high-performance insulation, fabrics and yarns, will showcase an expanded group of fall 2018 brand partners adopting PrimaLoft® Black Insulation ThermoPlume, the industry's highest performing blowable synthetic insulation mimicking the look and feel of natural down. Apparel pieces will be on display at Outdoor Retailer + Snow Show 2018 January 25 - 28, in Denver, booth #56004-UL.

PrimaLoft® Black Insulation ThermoPlume delivers thermal properties equivalent to 550 fill power down in construction, while a water-resistant proprietary finish ensures warmth even in wet conditions. ThermoPlume features a distinct blend of water-resistant PrimaLoft® fibers that deliver insulating loft, wet weather protection and compressibility. It is manufactured with small, silky tufts of fiber plumes that collectively form a loose fill insulation, replicating the lightweight warmth, softness and compressibility of natural goose down. Its construction enables it to be blown through traditional down-blowing manufacturing equipment, simplifying the manufacturing process for brands enabling product designers the freedom to create innovative garments combining the look and feel of down with the water-resistant performance of a synthetic.

"Consumers are demanding cold-weather outerwear that provide style as well as performance, as the definition of the outdoor experience evolves beyond traditional outdoor pursuits to become more inclusive," said Mike Joyce, president and CEO of PrimaLoft. "ThermoPlume empowers brands to apply a 100% synthetic insulation delivering wet-weather performance and down-like aesthetics to active and lifestyle pieces that balance function and style."

Respected brands utilizing ThermoPlume in fall 2018 styles include Aritzia, Bernardo, Frank & Oak, Lands' End, Montane, New Balance, Orage and Tommy Hilfiger.

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PrimaLoft Showcases Expanded Brand Adoptions of ThermoPlume, First Blowable Synthetic Insulation, at Outdoor Retailer + Snow Show 2018

“Montane has been an early adopter of PrimaLoft innovations for more than 15 years,” said Terry Stephenson, marketing manager at Montane. “We are a technology leader, which is why we wanted to be the first outdoor brand to adopt this next generation insulation. PrimaLoft Black Insulation ThermoPlume exceeded the demands of our customers. We’re especially pleased with the performance results from our extensive ambassador testing program and look forward to introducing the four new styles for Autumn Winter 2018.”

Orage, a leading outdoor gear and apparel brand and long-time partner of PrimaLoft, is featuring PrimaLoft® Black Insulation ThermoPlume in fall 2018 styles including its Momentum, Hybrid, and Phoenix Jackets and Pants, designed for layering for a day on the slopes.

“Since we began working with PrimaLoft in 2009, their evolving technologies have been instrumental to the development of our highest performing products,” said Frederic Dorais, creative director of Orage. “PrimaLoft Black Insulation ThermoPlume fills a previously unattainable need because it performs like a synthetic, looks like down, but may be applied the exact same way natural down is to the baffles of a jacket. ThermoPlume enables our designers to develop a more diverse range of cold-weather outerwear for a variety of consumer needs.”

About PrimaLoft, Inc.

PrimaLoft, Inc., a materials science company based in Latham, New York with offices in Munich, Germany and Xiamen, China, is the world leader in research and innovative development of comfort solutions with high performance insulations, fabrics and yarns. The PrimaLoft® brand, a registered trademark of PrimaLoft, Inc., delivers feel-good products that are used in the top global outdoor and fashion brands, home furnishings, work wear, hunting and military applications. PrimaLoft® insulation was originally developed for the U.S. army as a water-resistant, synthetic alternative to down. Today, the brand is recognized as a benchmark in the outdoor industry for providing unsurpassed comfort in any condition, ultimately empowering users to stay in the moment. PrimaLoft, Inc. is active in sustainable textile production through partnerships with the bluesign® system, the International OEKO-TEX® Association, the Sustainable Apparel Coalition’s Higg Index and the Global Recycle Standard. For more information, please visit www.PrimaLoft.com, and follow PrimaLoft on [Facebook](#), [Twitter](#) and [Instagram](#).

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