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PrimaLoft, Inc. Elevates Sustainability and Performance with Debut of 100% Recycled Insulation Technologies

*Advances Toward Goal of Incorporating at Least 50% Recycled Content in 90% of Products by 2020, as
part of Commitment to Being Relentlessly Responsible*

LATHAM, N.Y. (June 7, 2018) – [PrimaLoft, Inc.](http://PrimaLoft.com), the world leader in providing comfort solutions with high-performance insulations, is introducing its first insulations made entirely from post-consumer recycled (PCR) material – PrimaLoft® Silver Insulation 100% PCR, PrimaLoft® Black Insulation 100% PCR and PrimaLoft® Gold Insulation Luxe with 100% PCR. PrimaLoft Silver and Black Insulation 100% PCR are developed through a proprietary process in which recycled plastic bottle chips are reconstructed into the form of high-performance fibers. These new technologies will be on display at Outdoor Retailer Summer Market 2018 in Denver, July 22-26, at PrimaLoft booth #56006-UL.

“PrimaLoft is committed to using performance to drive our sustainability efforts, as a part of our commitment to being ‘Relentlessly Responsible,’” said Mike Joyce, president and CEO of PrimaLoft. “PrimaLoft 100% PCR insulations deliver the best-in-class performance attributes that have made PrimaLoft a leader in performance comfort. These advanced technologies build upon the wide variety of choices we offer our brand partners who are looking to incorporate sustainable materials into their lines. We are excited to be able to deliver a line of products that elevate performance to a higher standard.”

Relentlessly Responsible represents a continuous commitment from PrimaLoft to provide sustainable solutions throughout its business in order to lessen its impact on the earth. “We are striking an ideal balance between performance and sustainability, advancing our products without sacrificing either characteristic,” said Joyce. “This is only a start. We will continue to be Relentlessly Responsible in our pursuit of reducing our environmental footprint.”

Outdoor apparel brand Vaude will convert all products that were previously equipped with PrimaLoft Silver and Black Insulation to the 100% PCR versions by summer 2019.

“One of our key goals is to increase the use of sustainable solutions that deliver the same performance consumers expect in our apparel,” said Aaron Bittner, head of apparel division at Vaude. “PrimaLoft, a longstanding ingredient partner, provides sustainable technology enabling us to use high-performance insulations made from 100% recycled material for the first time.”

Additional brands featuring PrimaLoft 100% PCR technologies in products for summer and fall 2019 include: Isborn, Maloja, O’Neill, Quicksilver, Rossignol, and Roxy, among others.

To date, PrimaLoft has saved more than 84.7 million plastic bottles from landfills, and transformed them into premium insulation technologies. Currently, 90% of PrimaLoft insulation products contain at least 35% PCR content. By 2020, 90% of PrimaLoft insulation products will have at least 50% PCR content, without

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compromising performance. Moving forward, PrimaLoft is working diligently to reduce its footprint through the supply chain with an emphasis on finding solutions for reducing energy, carbon emission reduction, utilizing biodegradable products and incorporating natural plant-based fibers in its products.

About PrimaLoft, Inc.: PrimaLoft, Inc., an advanced material technologies 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 and fabrics. 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 and the Sustainable Apparel Coalition's Higg Index. For more information, please visit www.PrimaLoft.com, and follow PrimaLoft on [Facebook](#), [Twitter](#) and [Instagram](#). PrimaLoft®, Feel the Performance™

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