



INTRODUCING

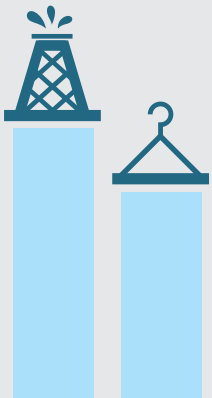
PRIMALOFT® **BIO**™

As the experts in advanced material technology solutions, PrimaLoft has set sustainability forward with the first-ever 100% recycled, biodegradable* synthetic fiber, for insulation and fabric applications.

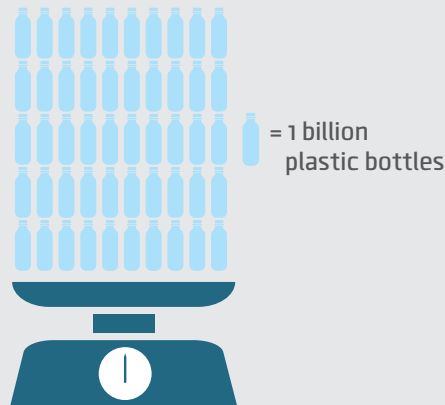
Because we believe there is always a better answer. One of the ways PrimaLoft is Relentlessly Responsible™.



What We're Up Against



Second to oil¹
the clothing industry is the largest pollution creator in the world.



500,000 tons¹
of plastic microfibers are released into the ocean each year from the washing of textiles – equivalent to more than 50 billion plastic bottles.

¹ Source: Ellen MacArthur Foundation: *A New Textiles Economy: Redesigning fashion's future*

² Source: "Production, use, and fate of all plastics ever made" by R.Geyer et al., *Science Advances*



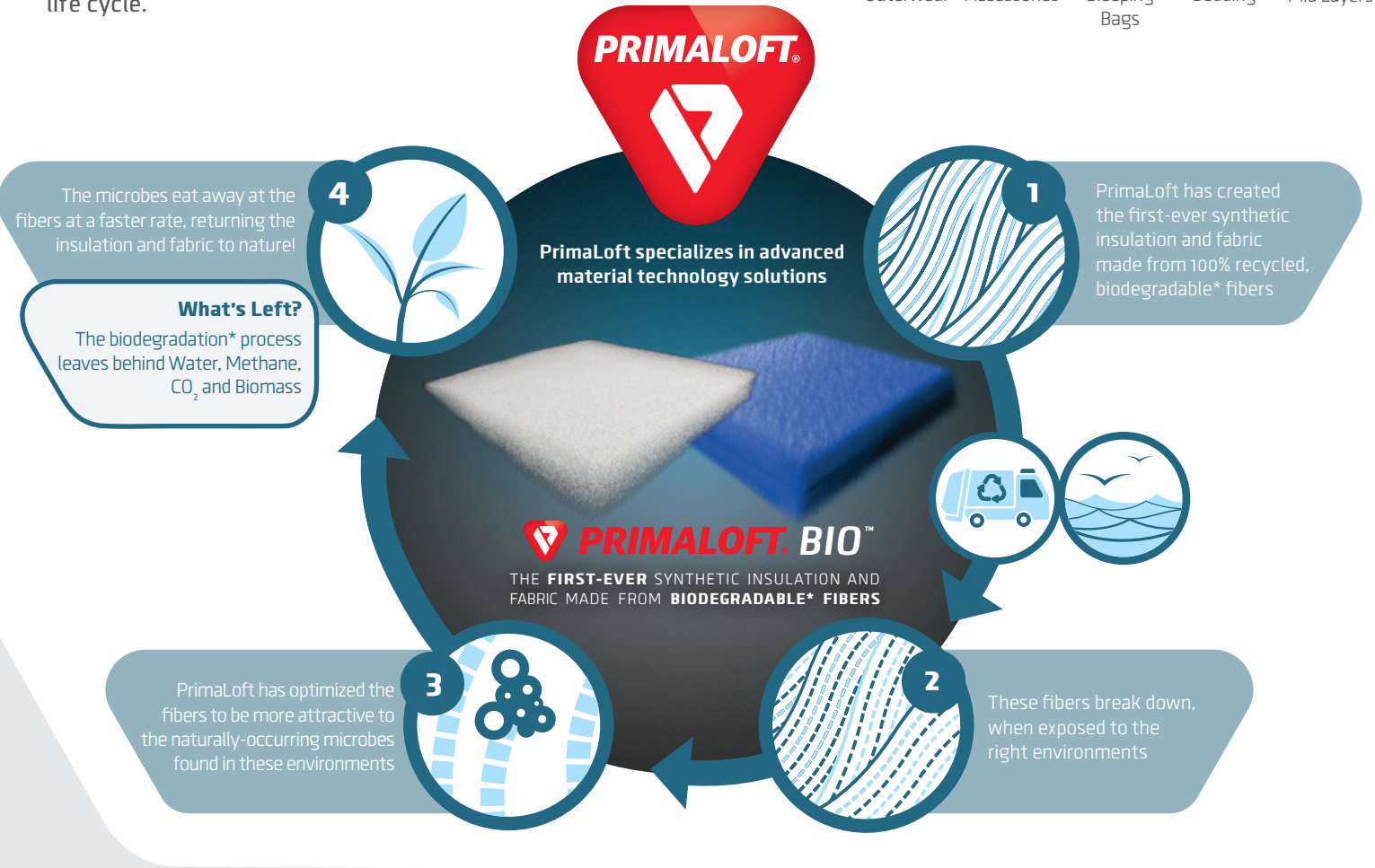
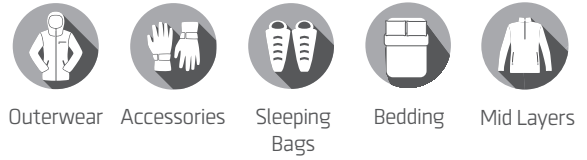
Less than 10%²
of plastics produced globally are actually recycled.

*93.7% biodegradation in 646 days under ASTM D5511 conditions.
65.5% biodegradation in 639 days under ASTM D6691 conditions.

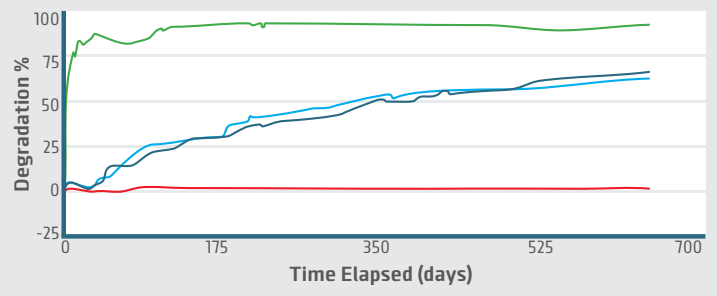
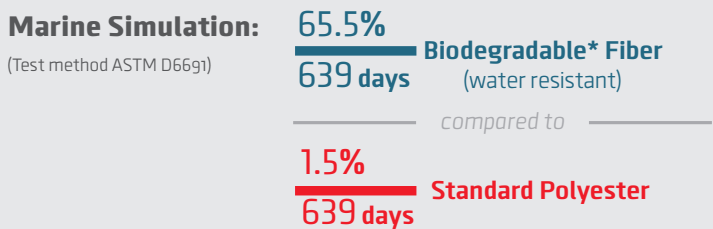
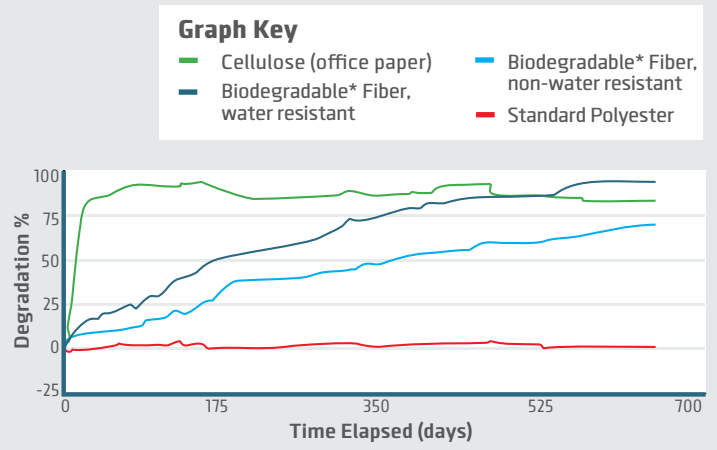
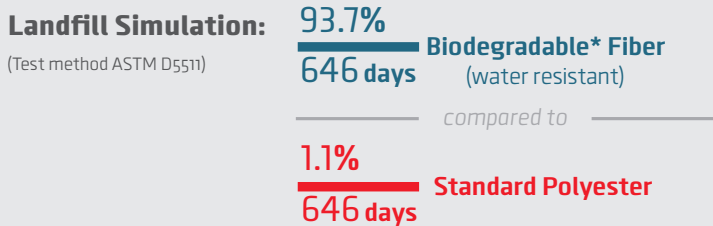
A Better Answer

Recycling alone is not enough. Insulation and fabric made from biodegradable* fibers combats plastic waste at the material level. Additionally, PrimaLoft® designs its insulations and fabric to endure and withstand the rigors of repeated, multi-year use - increasing its usable life cycle.

Synthetic insulation and fabric are to be found in:



The Results



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