



## PRESSEMITTEILUNG

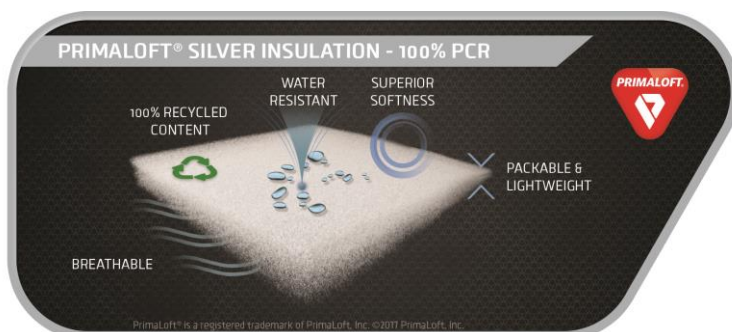
### **100% recycled, 100% performance – PrimaLoft, Inc. introduces highest performing insulation made entirely from recycled materials**

**PrimaLoft develops its first insulation made entirely from recycled PET bottles with no compromise on performance**

**Latham NY / Munich, April 2018: The outdoor industry is looking more and more for sustainable solutions. The PrimaLoft development team has strived to create an insulation made exclusively from post-consumer recycled (PCR) content, which fully meets all PrimaLoft performance standards. Following much development, using various production processes and tests, the material experts at PrimaLoft have now achieved a breakthrough. At this year's OutDoor Show in Friedrichshafen (Hall A1/500), the insulation materials and functional textiles specialist will present the results of intensive research, introducing new PrimaLoft® Silver Insulation - 100% PCR and PrimaLoft® Black Insulation - 100% PCR, as well as PrimaLoft® Gold Insulation Luxe™.**

PrimaLoft is well known for challenging itself and pushing the boundaries with its innovations. Until now the challenge had been to produce a high-performance insulation made entirely from recycled material. The main problem is, the melting points of the collected PET bottles used to create the recycled fibers differ from that of virgin fibers, which makes the production of a stable insulation fiber that meets performance standards very difficult.

PrimaLoft's has risen to the challenge, developing special recycling and production processes resulting in the successful production of extremely high-performance fibers that are finer and softer than cashmere and boast high bulk density and unmatched thermal performance. The insulation has all the renowned properties that have made PrimaLoft the benchmark in performance insulation, such as low weight, high compressibility and water-repellent characteristics. Around nine commercially available PET bottles are necessary to create the insulation layer for one jacket (thickness 40g / m<sup>2</sup>).



**Jochen Lagemann, Managing Director PrimaLoft Europe and Asia**, commented: "With the new 100%-PCR insulation, we offer our customers the perfect product that combines performance, comfort and sustainability. The response from our brand partners has been overwhelming so far. This innovation is also another important step towards achieving our own sustainability goals."



By 2020, PrimaLoft plans to produce 90% of its insulation products with at least 50% recycled fiber. Most recently, the ingredient brand had provided its pinnacle products, PrimaLoft® Gold Insulation and PrimaLoft® Gold Insulation Active +, with 55% recycled content.

### **Vaude one of the first adopters**

It's no surprise that outdoor specialist Vaude is one of the first companies to use the most sustainable synthetic insulation on the market for its products. Starting in the winter season 2018/19, Vaude will convert all products that were previously equipped with PrimaLoft® Silver and Black Insulation to the 100% PCR versions by summer season 2019.

**Aaron Bittner, Head of Apparel at Vaude** commented: "One of our key goals is to reduce the use of fossil fuels in our products and create closed circuits. PrimaLoft provides us with innovative solutions on this path 'away from the oil'. Thanks to our longstanding ingredient partner, we are delighted to be able to use high-performance insulation made from 100% recycled material for the first time. "

Other partners of the first hour in sports and fashion include: **Armed Angels, Isbjörn of Sweden, J. Lindeberg, Maloja, Quiksilver, Rossignol, Roxy, Schöffel, Sweat Protection, Wood Wood.**

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### **About PrimaLoft, Inc.**

*PrimaLoft, Inc., a materials science company based in Latham, New York with offices in Germany and 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 and the Sustainable Apparel Coalition's Higg Index. For more information, please visit [www.PrimaLoft.com](http://www.PrimaLoft.com), and follow PrimaLoft on **Facebook, Twitter and Instagram.***

**PrimaLoft®, Feel the Performance™**