



PRESS RELEASE

PRIMALOFT® GOLD INSULATION ACTIVE, NOW WITH 45% RECYCLED CONTENT

As part of Five Year Sustainability Plan, PrimaLoft® Gold Insulation Eco, featuring 55% Recycled Material, is also available industry wide from AW17/18 Season

MUNICH - LATHAM, N.Y. – January 2017: PrimaLoft, Inc., the world leader in providing comfort solutions with high-performance insulations and fabrics, is building on the success of its Active range, as well as strengthening its environmental and sustainability credentials, by launching its already successful PrimaLoft® Gold Insulation Active with 45% post-consumer recycled content. bluesign® certified, the new insulation will debut at ISPO Show in Munich, PrimaLoft booth # A2-304, 5-8 February 2017. Haglöfs will be the first brand to use the new insulation in its AW17/18 range.

In addition, PrimaLoft® Gold Insulation Eco, featuring 55% post-consumer recycled content, will now be available to the rest of the industry to use from AW17/18 ranges.

Both of these developments advance PrimaLoft's five year sustainability goal of having 90% of its products containing at least 35% recycled material, with no compromise on performance.

Swedish outdoor brand Haglöfs is announced as the first brand to use the latest innovation of PrimaLoft® Gold Insulation Active to market in its AW17/18 range. Haglöfs is renowned for its sustainable approach and 'Take Care' is the brand's current watchword and symbol. New PrimaLoft® Gold Insulation Active meets the same performance standards as its predecessor, which was launched to market this autumn, but now contains 45% recycled fibers.

Providing breathable four way stretch performance and unmatched thermal properties, PrimaLoft® Gold Insulation Active has a proprietary construction, which enables excess heat and moisture to escape through the inner and outer fabrics. As well as keeping users warm, dry and comfortable, it is also stable enough to offer product designers a greater choice of highly breathable stretch shell and liner fabrics, for use in future sports and outdoor ranges. PrimaLoft's Active insulations provide more year-round choices for manufacturers, retailers and consumers.

PrimaLoft's Insulation Active products have already enjoyed commercial success over the past two years, firstly with the launch of PrimaLoft® Silver Insulation Active for AW15/16 and PrimaLoft® Gold Insulation Active for AW16/17, which introduced a four way stretch for additional freedom of movement during fast-paced activities such as mountain biking, trail running and ski touring.

PrimaLoft GmbH

Mehlbeerenstrasse 2, 82024 Taufkirchen, GERMANY - Phone: +49 (0)160 - 944 611 36 - Email: irina.mock@primaloft.com



The impressive roster of brands currently using PrimaLoft® Silver and Gold Insulation Active beside Haglöfs, includes: adidas, Bergans, Berghaus, Bogner, Helly Hansen, Dynafit, J. Lindeberg, Mammut, Schöffel, Eider, Falke, Gore Bike-/Running-Wear, Haglöfs, Castelli, Houdini, Rab, Norrona, Reusch, Salomon, Volcom, Ski Lacroix, Arpin 1817, Hrimnir, Crazy Idea, Dainese, Martini, Mavic, Montane, Degree7, Kappa, Karpos, La Sportiva, Maloja, Black Diamond, Marmot, Lululemon, Pac, Red Fox, Direct Alpine, Dunderdorn, Audimas, Berg, Skigo.

“Our new PrimaLoft® Gold Insulation Active with 45% recycled content is a natural progression for our Active range of insulations as sustainability is at the forefront of our innovation strategy,” said **Jochen Lagemann, Managing Director PrimaLoft Europe & Asia**. “Our latest Gold Insulation Active builds upon the success of both our PrimaLoft® Silver and Gold Insulation Active, offering our brand partners the same performance standards yet with an environmental conscience.”

Lagemann continued: “Haglöfs was looking for a breathable, migration resistant insulation which regulates the wearer’s comfort levels during intense activities, but at the same time aligns with the brand’s strong environmental heritage and commitments. As leading comfort solution company, our goal is to always work in partnership with our customers, such as Haglöfs, to offer new products which not only satisfy, but exceed, their design and innovation expectations.”

Jacopo Bufacci, Clothing Design Manager from Haglöfs said: “Our Barrier Rescue Jacket is a proven style in our collection and specifically created for Mountain rescue people. We updated features and changed to PrimaLoft® Gold Insulation Active, to increase the breathability and performance, but also to reinforce our commitment to produce premium quality yet environmentally friendly products. We’re really satisfied with the result, and so are the rescue guys!”

With its optimal thermal efficiency, PrimaLoft® Gold Insulation Active can be worn all year long eliminating the need for repeatedly putting on or taking off layers during outdoor activities, allowing consumers to remain completely focused on their experience.

PrimaLoft® Gold Insulation Active with 45% recycled fibers will automatically be incorporated into other brand partner collections from AW17/18 season, with no impact on price or performance.

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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,

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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](#).

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Press Contact:

PrimaLoft® GmbH – Irina Mock – irina.mock@primaloft.com +49 (0)160 94461136